

Job Description

Job title:	Digital Media and Marketing Officer
Directorate:	Communications and Engagement
Reporting to:	Digital Media and Marketing Manager
Direct Reports:	None
Salary:	£29,835 - £33,120
Hours:	37.5 hours per week
Location:	Resuscitation Council UK, 60-62 Margaret Street, London W1W 8TF (hybrid)
Contract Type:	Permanent

Main purpose of the role

The role sits within the Communications and Engagement department.

Resuscitation Council UK's (RCUK) Communications and Engagement team delivers creative communications and authentic engagement activities that support the organisation's vision to ensure that everyone in the UK has the skills they need to save a life and receive appropriate resuscitation.

Our audiences include health and social care professionals, members of the public, charities, professional bodies and associations, UK policymakers and campaigning groups. We are looking for a creative self-starter with a passion for digital marketing and skilled in community management.

You need to be a motivated and enthusiastic marketer who is comfortable working on impactful campaigns which have a wide and diverse reach. You should be confident bringing healthcare-related stories to life through different digital channels. You should also take a hands-on approach to all areas of marketing and understand the nuances, advantages and shortcomings of using different platforms.

You will be responsible for delivering outputs from our social media as well as leading on our email communications. You will analyse and evaluate the results of these campaigns and use insights to drive development, with support from the Digital Media and Marketing Manager.

Led by the Digital Media and Marketing Manager, you will also produce website content, support on paid advertising and creation of branded merchandise.

Digital marketing plays a key role in our ability to raise awareness for, and build the profile of, Resuscitation Council UK, our guidelines, courses, and standards. Working with other members of the Communications and Engagement team, you will support on digital aspects of campaigns and initiatives to further public awareness of cardiopulmonary

resuscitation, defibrillation and support for survivors.

The post holder will work closely with all members of the Communications and Engagement, Governance, Operations, Clinical and Service Development departments and build strong relationships with the wider resuscitation community. Equality, diversity and inclusion will be important principles considered in all elements of work.

Duties and responsibilities

Website, SEO & PPC

- Write/produce, build and publish content for the RCUK website, including articles, features, statements and updates, ensuring diversity and inclusion is considered in everything we do.
- Ensure all content, imagery or files uploaded to the website are of an optimal file size and comply with accessibility guidance e.g., alt text, descriptive links.
- Support the Digital Media and Marketing Manager to deliver the SEO priorities for the organisation and increase RCUK's reach.
- Use insight (e.g., Google Analytics, Google Search Console, Crazy Egg, surveys etc) to identify content gaps and opportunities for website improvements in line with user requirements.

Campaigns

- Support the communications and engagement team to deliver on key integrated campaigns across the year.
- Support on the delivery of marketing and communications strategies for core RCUK products: including generating sales for commercial products such as e-Lifesaver and paid events such as conferences through digital marketing and direct communications.
- Support the Media and Campaigns team with asset creation and amplify media opportunities via our digital channels
- Support the Policy and Public Affairs team with uploading policy briefings and maintaining resource repositories
- Identify hooks and opportunities to promote RCUK's work and increase digital engagement.

Email Marketing

- Project manage the delivery of email marketing communications in line with the organisation's aims and objectives to engage our core audience with RCUK's work.
- Support on the delivery of our annual BAU email communications calendar.
- Evaluate the impact of RCUK emails activity, through regular analysis of emails sent, and use this insight to get a better understanding of how audiences are

engaging with our email content and to continually improve email communications

- Ensure all emails are sent in line with General Data Protection Regulation (or GDPR).
- Support the development of a new email strategy to support business growth (e.g. e-Lifesaver prospects through sales journey) and audience segmentation.

Social media

- Create, curate and share high quality social media content using a range of different and innovative formats.
- Monitor RCUK's social media portfolio and identify opportunities for RCUK expansion onto other social media platforms in line with organisational objectives and where the audiences we are trying to reach are.
- Respond to comments across our social media channels and build support within our online community through engaging in conversations. Answer queries (liaising with other teams as required) and escalate any reputational issues to the Digital Media and Marketing Manager.
- Identify opportunities and content for paid campaigns.
- Work with the Digital Media and Marketing Manager to evaluate the impact of organic and paid social media activity through monthly reporting and analysis of larger initiatives and campaigns.

Other

- Champion RCUK brand and style guidelines to ensure RCUK communications are consistent across all comms channels.
- Use Canva/Adobe suite to design BAU social media graphics and toolkits for campaigns.
- Ensure our content is accessible and reflects the diverse resuscitation community and society as a whole.
- Represent and promote the organisation and its products at internal and external events that RCUK is exhibiting at.
- Manage the Communications inbox on a rota basis with the Media and Campaigns Officer & Policy and Public Affairs Officer.
- There is an occasional need for weekend/evening working and time off in lieu is granted in line with our time off in lieu policy.
- Support writing creative briefs for external design agency.

PERSON SPECIFICATION

The person specification is a picture of skills, knowledge and experience required to carry out the job.

E= Essential and D = Desirable

KNOWLEDGE AND QUALIFICATIONS	
Working in communications, digital marketing or a similar field	E
Good understanding of measuring the impact of emails, social media, PPC ads and website content	E
Experience in social media marketing and email marketing for a charity or brand	E
EXPERIENCE	
Writing high-quality, creative, targeted communications and copy	E
Working on multiple marketing campaigns at any one time, using a range of channels to reach target audiences	E
Working with a website CMS and email marketing solutions such as Mailchimp	E
Experience working with agencies and designers	D
Excellent understanding of data privacy and General Data Protection Regulation (or GDPR)	E
Experience working with patients and their families and carers and empowering them to ensure their voice is heard	E
Experience with Adobe Creative Suite, Canva, animation software and iMovie/Final Cut	D
Experience with Google Ads, Google Charity Grants and PPC	D
Familiarity with basic HTML coding concepts and Drupal CMS	D
GENERAL SKILLS AND ATTRIBUTES	
Excellent writing, editing and proofing abilities, excellent attention to detail	E
Excellent project management and time management skills with the ability to prioritise workloads, deal with conflicting demands and meet tight deadlines	E
Strong commitment to diversity and inclusion	E
Strong stakeholder management and communication skills	E
Excellent corporate storytelling skills, with the ability to seek out engaging stories and communicate these effectively	E
Ability to convey information accurately and promptly to internal and external customers	E
Evidence of strong interpersonal and influencing skills and an ability to engage with contacts at all levels, both internally and externally	E
Commitment to the principles of EDI and adherence to RCUK's policies and procedures	E
A proactive approach, with the ability to use initiative	E
Flexible and adaptable; a good team player	E

This job description sets out the duties of the post at the time when it was drawn up and will

be reviewed from time to time. Duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot in themselves justify a reconsideration of the grading of the post.