Digital Marketing Coordinator

Main purpose of the role

We’re looking for a talented digital marketing professional to join our growing national health charity.

Our mission at Action for Pulmonary Fibrosis (APF) is to improve the lives of the 70,000+ people in the UK who live with pulmonary fibrosis (or lung scarring). It’s a fatal disease that’s on the rise. It permanently and progressively scars the lungs.

This role has a strong focus on social media and digital channel management, but you will blend this with a variety of content creation and editing.

Responsible for the day-to-day running of our social media, you’ll be maximising our social media and online engagement (and using data and analytics) to amplify the voice of people affected by lung scarring to the public. And you will be showcasing the incredible work that goes on across the charity to our different audiences.

Alongside this you’ll be creating your own and working collaboratively with the APF team to produce engaging and inspiring content for our social media channels and e-newsletter. This includes graphics and video using Canva, Hootsuite and social media evaluation tools.

You’ll be doing this as a brand ambassador maximising our brand appeal while being absolutely committed to equality, diversity and inclusion across all our digital channels.

As part of a supportive, small, and friendly team you will have plenty of opportunity to develop your own ideas into live initiatives.

Working remotely, you will benefit from highly flexible working arrangements and enjoy a great work-life balance. In addition, APF offers a workplace pension, competitive salary and an organisation that’s fully invested in you and wants to develop your many talents.

It’s an exciting time to join us. In the next year we will be developing our brand, digital engagement and campaigning nationally to improve NHS care for people living with lung scarring.

Key stakeholders:

- People living with pulmonary fibrosis: patients, carers and family members.
- Colleagues, trustees, researchers, volunteers, funders and fundraisers, NHS and medical professionals and agencies.
- Organisers and other members involved in the running of a network of national support groups.

Diversity

Action for Pulmonary Fibrosis is an equal opportunities employer and welcomes applications from all candidates irrespective of race, age, gender, sex, gender identity, sexual orientation, religion or belief, or marital or civil partnership status.

Reporting to: Communications Manager

Works alongside: Digital Content Coordinator (part time), Media Lead

Accountable to: Head of Marketing and Communications
Key responsibilities

Every day you will be...

- Responsible for the day-to-day community management of our social media, growing engagement and influence. Identifying and forming relationships with micro and macro influencers to help raise awareness of pulmonary fibrosis, including using tools for social listening.

- Helping to create content for our social media channels and e-newsletter. Working with the APF team to collate and produce engaging and inspiring content. Includes graphics and video for all our social media platforms using Canva, Hootsuite and social media evaluation tools.

- Helping to grow our audience reach by increasing online engagement. Continually improving our SEO and creating user journeys that increase conversions from our PF community and donors. Advising and upskilling colleagues to create impactful online content.

- Acting as a brand advocate and contributing to our new brand development initiative. Ensuring all communications reflect our brand guidelines, managing our brand toolkit, and advising colleagues on brand.

- Absolutely committed to equality, diversity and inclusion across all our digital channels.

- Working closely with the Communications Manager, Digital Content Coordinator, Media Lead and Head of Marketing and Communications to identify new opportunities, networks and partnerships.

Every week you will be...

- Creating a process for and delivering people’s stories and visual storytelling. Focusing on giving a voice to under-represented groups.

- Gathering and using data insights and analytics. Generating reports to recommend improvements and opportunities across our digital and social channels to grow our audience and influence.

- Commissioning content and uploading content across our communications channels e.g. website, blogs and articles, newsletters, editorials, infographics, photos and videos and our e-newsletter.

- Helping develop digital training to develop content champions across the organisation and upskilling each team and our wider community in digital/media and content production skills.

- Keeping up to date with developments and trends in social media and digital communications.

At other times you will be...

- Providing administrative communication support including basic graphic design, video editing, managing mailing lists and management of our brand toolkit.

- Working on a variety of different projects like our innovative PF month awareness campaign [https://www.actionpf.org/get-involved/c/awareness-month/hearmylungs](https://www.actionpf.org/get-involved/c/awareness-month/hearmylungs) and other initiatives.

- Working with case studies, generating creative ideas, running your own initiatives.
Person Specification

In your application for the role, please provide details of your experience against the selection criteria set out in part one below.

You do not need to have experience in every area, and you may have skills not listed here that you feel would be valuable in the role. We would love to hear what makes you an exceptional candidate.

Please include if you have lived experience of pulmonary fibrosis in your application.

Part one: knowledge and experience

- Excellent communication and copywriting skills.
- Knowledge of all social media platforms and using Hootsuite (or similar scheduler).
- Experience of using Google Analytics (ideally GA4).
- Online user journey planning, SEO optimisation and keyword planning (using Google Tag Manager).
- Experience of Canva.
- Experience of using an e-marketing system, such as Mailchimp, including production of our monthly e-newsletter.
- Basic video editing.
- Graphic design for print and digital.
- Previous experience of using a Content Management System (full training on APF’s will be given).
- Excellent organisational skills and attention to detail.
- Excellent IT skills including experience with a Customer Relationship Management database (full training on APF’s will be given).
- Experience of running social media campaigns in a charity setting; working to social media targets.

Desirable

- Knowledge of the charity health sector
- Connection to pulmonary fibrosis
- 2-3 years’ experience in a similar role.

Part two: skills and working style

- Effective interpersonal skills; can demonstrate emotional intelligence and empathy with others.
- Strong planning skills including attention to detail, critical thinking, and problem solving.
- A ‘can do’ attitude, ability to jump on ad hoc communication requests as and when necessary.
- Outstanding organisational skills and attention to detail.
- Proactive in maintaining emotional resilience, this is a role exposed to lived experience of a terminal illness on social media.
- Self-starter with enthusiasm and creativity.
- Team Player: working collaboratively and flexibly to achieve outcomes and keen to add value to the organisation’s culture and ethos.
- Experience of managing a range of projects with conflicting deadlines; the ability to prioritise and meet deadlines.
- Excellent interpersonal skills; ability to exercise tact and discretion when dealing with sensitive personal information.
- Commitment to self-development and keeping up to date with key trends in the sector.
**Terms of Appointment**

**Contract:** Full time, permanent

**Salary:** 25K - £27 pro rata, dependent on experience

**Holiday:** 25 days per holiday year, plus eight bank holidays and additional discretionary days for the Christmas and New Year break. Salary sacrifice to buy and sell annual leave.

**Location:** Home working with travel one day a month to London and occasional travel to other UK locations as required (expenses paid).

**Hours:** Hours: 37.5 hours per week. Normal hours are 9am to 5.30pm with flexibility to maintain a good work/life balance. We welcome a conversation about flexible working hours that work for you.

**Pension:** Automatic enrolment to workplace pension unless already an active member of a qualifying workplace pension

**Other benefits:** Flexible hours
Option to take ‘time off in lieu’ for extra hours worked.
Discounted gym membership (Onsite at Head Office)
Free membership of our Employee Assistance Package

**Training:** Full support and training to develop in your role, including your own training budget.

**Equipment** Work phone (VOIP or mobile) and laptop.

**Probationary and notice of termination periods**

You will be subject to an initial 6 months probationary period during which notice is 1 week on both sides and then extending to two months thereafter.