



# Digital Engagement Officer Recruitment Pack

July 2021

## The Role of Digital Engagement Officer

This is an exciting opportunity for you develop your career in the voluntary sector and to make a real difference to the lives of people affected by lymphoma using your digital expertise.

Reporting to the Communications and Engagement Manager, you will be a key member of our Fundraising and Communications department.

In this role you will have day-to-day responsibility for running our social media channels, creating and scheduling content and responding with excellent customer service skills. You will work collaboratively with colleagues in the Publications, Volunteering, Regional Development, Helpline services and Education & Training teams to create engaging content across our digital channels to raise awareness of lymphoma, promote our activities and increase our reach.

Using the Drupal CMS, you'll write corporate and fundraising content for the website, and help with website monitoring. You will develop an understand the Charity's style, branding guidelines and tone of voice and support colleagues to adhere to these in all communications.

Lymphoma Action's head office is in Aylesbury, Buckinghamshire. Due to COVID-19 the majority of our staff are currently working from home, and this role will be initially home-based. However, we foresee increasing numbers of staff returning to the office in coming months. With staff wellbeing being of utmost priority we have created a COVID-safe working environment and will continue to ensure that the office meets the safety needs of our staff. We also recognise that we benefit from working flexibly so this role will work in a hybrid environment with a mix of home and office working.

➤ **Further details about the role can be found in the Job Description and Person Specification.**

## Why work for Lymphoma Action?

- Our values and behaviours mean we have a great working culture that focuses on what we are here to do but also on being creative, supportive and having the right environment to be effective.
- We are an established and successful national charity that has supported our staff to work effectively, flexibly and safely during COVID-19, whilst focusing also on their wellbeing.
- We have the infrastructure and processes to enable effective remote working and will provide you with the means to work from home.
- We offer a generous Employee Benefits package, which includes leave enhancements above statutory requirements and a life assurance scheme.
- In addition to eight UK public holidays, you will receive 25 days' annual leave, rising by 1 day for each year's service up to a maximum of 30 days (for full-time staff; pro rata for part-time staff).
- You will be auto-enrolled in the Charity's workplace pension scheme (unless you choose to opt out). Lymphoma Action will contribute a sum equal to 5% of your salary per annum and you are required to make a 3% minimum employee contribution in addition to the employer contribution. You may also make further or additional employee contributions.

# Job Description

<b>Job title:</b>	<b>Digital Engagement Officer</b>
<b>Responsible to:</b>	<b>Communications and Engagement Manager</b>
<b>Duration:</b>	<b>Permanent</b>
<b>Location:</b>	<b>Flexible/hybrid (with Head Office in Aylesbury, Buckinghamshire)</b>
<b>Working hours:</b>	<b>Full-time (35 hours per week)</b>
<b>Salary:</b>	<b>c£24,000 per annum</b>

## Purpose of the role

- To be responsible for the day-to-day running of Lymphoma Action's social media channels including scheduling, responding and providing excellent customer service.
- To work with colleagues across the Charity to source and create content for social media to raise awareness, promote our activities, generate income, increase our reach and build relationships.
- To create effective, optimised content for Lymphoma Action's website and email marketing campaigns to engage with our audiences, promote our activities and generate income.
- To support the Charity to maximise digital marketing opportunities such as social media advertising, paid search, display advertising and influencer outreach.
- To keep up-to-date with the latest developments and best practice in social media and digital marketing.

## Key internal and external relationships

- Communications and Engagement Managers
- PR and Communications Officer
- Director of Fundraising and Communications
- Fundraising & Comms, Services and Finance teams
- The Charity's donors and supporters
- Individuals with lymphoma, and their families, friends and carers
- Digital suppliers and external consultants/agencies.

## Main duties

### *Social media*

- To work with the Communications and Engagement Manager to inform and implement the social media strategy and goals/objectives.
- To plan, write and schedule relevant content across social media channels to include lymphoma information, services/support, volunteering, fundraising, policy and comms messages.
- To respond promptly and appropriately to enquiries and comments on social media as Lymphoma Action – with support from other teams as required.
- To create engaging social media content – copy, images, graphics, stories etc – with a focus on fundraising campaigns.
- To assist with social media monitoring, reporting and analysis.

- To support the creation and monitoring of paid for social media campaigns.
- To support the development of fundraising through social media channels.
- To identify opportunities to participate in wider social media campaigns/partnerships.
- To monitor social media trends to suggest best practice and new features.

#### *Email marketing*

- To create direct marketing, fundraising and stewardship emails using the DotDigital platform, including copy, design, formatting and data checking.
- To review and assess the performance of email marketing activity through testing and regular reporting.

#### *Website*

- To create and update – with direction from the manager/teams – compelling corporate and fundraising web content using the Drupal content management system.
- To help ensure the Lymphoma Action website is kept up-to-date, effectively linked, accessible and optimised for user experience.
- To assist with website monitoring and analysis using Google Analytics and other tools.
- To support with web development projects as required.

#### *Support and administration*

- To support the Charity to maximise new digital marketing opportunities such as paid search, display advertising, social media advertising and influencer outreach.
- To support and train colleagues on using digital platforms/channels and digital comms best practice.
- To understand the Lymphoma Action brand guidelines and tone of voice and support the communications team to ensure that all communications adhere to these.
- To work effectively with external suppliers including digital agencies and designers.
- To use the Charity's CRM database (ThankQ) to record enquires, actions and communications.

#### *General*

- To be a positive representative for Lymphoma Action as required and display the organisational values at all times.
- To meet with the Communications and Engagement Manager for the purpose of regular supervision and annual appraisal.
- To participate in staff training, organisation/team meetings and events, as required.
- To keep up-to-date with developments and learning in the field of digital communications and fundraising and patient information and support.
- To comply with the organisation's health and safety, confidentiality, data protection and other policies.
- To promote equality of opportunity and anti-discriminatory practices.
- Any other duties deemed appropriate by the Communications and Engagement Manager, subject to time and commensurate with level of responsibility and salary.

## Person specification

It is not expected that the successful candidate will have experience/competency in all the areas highlighted. Lymphoma Action is committed to helping individuals develop professionally and personally, and your application is encouraged.

<b>Experience and knowledge</b>
<ul style="list-style-type: none"><li>• Demonstrable experience of working in a digital/communications role – ideally in a charity or healthcare setting.</li></ul>
<ul style="list-style-type: none"><li>• Good understanding of how social media is used by an organisation, with experience of using different social media platforms.</li></ul>
<ul style="list-style-type: none"><li>• Familiarity with social media management/scheduling platforms – preferably Sprout Social.</li></ul>
<ul style="list-style-type: none"><li>• Experience of creating digital content appropriate for different channels, eg. websites, emails, various social media platforms.</li></ul>
<ul style="list-style-type: none"><li>• Experience of developing digital campaigns – ideally including paid-for channels.</li></ul>
<ul style="list-style-type: none"><li>• Experience of using data and insight tools to assess and improve digital activity.</li></ul>
<ul style="list-style-type: none"><li>• Knowledge of the current social media and digital marketing landscape.</li></ul>
<ul style="list-style-type: none"><li>• A knowledge and understanding of the charity sector and the role of digital within it.</li></ul>

<b>Skills and abilities</b>
<ul style="list-style-type: none"><li>• Excellent verbal and written communication skills – including the ability to adapt writing styles for different audiences and platforms.</li></ul>
<ul style="list-style-type: none"><li>• Creative ability to produce engaging digital content using a variety of formats, eg. copy, images, graphics, emails, blogs.</li></ul>
<ul style="list-style-type: none"><li>• Excellent IT skills – including Microsoft Office and ideally website management software – with a willingness to learn new systems and processes, eg. Drupal, Canva, Photoshop, DotDigital.</li></ul>
<ul style="list-style-type: none"><li>• Responsive, flexible and proactive approach to work.</li></ul>
<ul style="list-style-type: none"><li>• Able to use initiative to solve issues, with a willingness to think creatively and confidence to try new things.</li></ul>
<ul style="list-style-type: none"><li>• Good organisational skills with the ability to prioritise tasks, manage workload under pressure and work to deadlines.</li></ul>
<ul style="list-style-type: none"><li>• Ability to work collaboratively across teams.</li></ul>
<ul style="list-style-type: none"><li>• Ability to deal professionally and sympathetically with people affected by lymphoma.</li></ul>
<ul style="list-style-type: none"><li>• High level of attention to detail.</li></ul>

# Personal competencies

Lymphoma Action works to a clear set of values in everything it does and this reflects the following behaviours we look for in all our staff.

## **Focused**

- You focus on goals and on the best outcomes for our beneficiaries
- You are strategic and make good decisions and don't just focus on short-term needs
- You work in a flexible way, responding to new insights that will help increase our impact

## **Empowering**

- You inspire people, celebrate success and acknowledge the efforts of others
- You support people to take on tasks and be confident in their decisions
- You respect the decisions of others and are resilient in the face of change

## **Trusted**

- You are empathetic and show compassion, but respect professional boundaries
- You do what you say you're going to do and take responsibility for your decisions
- You are open and honest with yourself and others

## **Innovative**

- You are curious, open to new ideas and don't miss opportunities
- You make time for reflection, creativity and learning and encourage others to do the same
- You are willing to try new things and you learn quickly from your experiences

## **Collaborative**

- You are inclusive, treat everyone as an equal and embrace diversity
- You listen well, communicate openly and share your skills and knowledge with others
- You believe in the value of relationships and understanding differing perspectives/feelings.

## How to apply for this role

If you are interested in joining Lymphoma Action as our Digital Engagement Officer, please read the Job Description thoroughly, including the **selection criteria** listed in the Person Specification.

***Please note that your application will need to evidence how you have gained the particular skills and experience we are looking for.***

As an inclusive organisation committed to equal opportunities we welcome applications from all sections of society. We also encourage applications that will help increase the diversity of our workforce, welcoming applications from those with disabilities and from minority groups and from different backgrounds and experiences.

Please complete the [job application form](#) and return it to ([jobs@lymphoma-action.org.uk](mailto:jobs@lymphoma-action.org.uk)).

We also ask applicants to complete an [equality and diversity monitoring form](#), which will be kept separately from the Application Form.

### ***The recruitment timetable***

Closing date for applications: **Monday 26 July 2021, 12 noon**  
Interviews to be held: **Tuesday 10 August 2021**  
**(via Microsoft Teams video-conference)**

If you have any queries about the application process or about the role, please contact Non Kinchin-Smith, HR Officer [jobs@lymphoma-action.org.uk](mailto:jobs@lymphoma-action.org.uk)

# About Lymphoma Action

## Introduction

Lymphoma Action is based in Aylesbury and currently employs 30 staff and over 300 volunteers. We are a national charity that provides high quality patient information, advice and support to people affected by lymphoma. We also work with and support the healthcare practitioners who treat and support lymphoma patients. In addition, we engage in policy and lobbying work at government level and within the NHS with the aim of improving the patient journey and experience of people affected by lymphoma.

Our strategy for 2020-25 sets out our organisational goals and our priorities going forward. Whilst COVID-19 has impacted on many areas of our work and activities (specifically face-to-face events, peer support activities and fundraising activities), our mission and long-term strategy still stand true. In fact, our work during the pandemic has only served to strengthen our purpose and show why the need for lymphoma information and support is greater than ever.

## What is lymphoma?

Lymphoma is a cancer of the lymphatic system, which is part of the immune system. It is the fifth most common cancer in the UK with more than 19,500 people diagnosed every year, including diagnoses of chronic lymphocytic leukaemia (CLL) (which is a form of lymphoma, despite its name).

While the majority of people diagnosed with lymphoma will be over the age of 55, lymphoma is also the most prevalent cancer among teenagers and young adults aged under 30. Approximately 125,000 people are living with lymphoma and CLL in the UK.

While lymphoma shares some similarities with other types of cancer, there are important aspects where it differs and that give a different slant to the charity's work:

- For most cases of lymphoma, there is no known cause. Therefore, positive health promotion messages will have little impact. In this sense, it's a great "unknown" and "unknowable" disease.
- Lymphoma concerns a part of the body that few people know or understand – the lymphatic system. This makes it even harder to cope with and explain to other people.
- For some forms of lymphoma, particularly indolent or low grade forms, the initial treatment will be "no treatment", in the form of active monitoring or "watch and wait", whereby people with a diagnosis, but no troublesome symptoms, will see their specialist for regular check-ups and only begin treatment if problematic symptoms develop. This runs counter to mainstream cancer messaging which concentrates on spotting and understanding the signs and symptoms of cancer, leading to earlier diagnosis and speedy treatment, with, in many cases, a direct link to vastly improved outcomes.
- Many forms of lymphoma are chronic cancers – while the majority of other cancers, particularly solid tumour ones, will be treated with curative intent, many forms of lymphoma are not curable, but they are eminently manageable as long-term diseases. As such, many

people will live with lymphoma for a long time, with a number of relapses. It may well be that they outlive their cancer, but die from some other cause. This presents a whole range of additional issues for lymphoma patients and their families, including those around psychological support for coping with a long-term incurable cancer and a different approach to survivorship support.

- In contrast, some forms of lymphoma are aggressive and, if not treated quickly and effectively, will become terminal. Yet, at the same time, many of these aggressive forms are the ones that can be treated most successfully and have the potential to be cured. All this adds further to the complexity and difficulty in understanding lymphoma as a disease and cancer.
- Age is an important factor in cancer diagnosis, treatment and survival generally. It is particularly important in lymphoma because of the two peaks of incidence – one in younger people under the age of 30 and the other in older people, particularly over the age of 55.

## What we do

### Goals

We work to five overarching goals as set out in our strategy for 2020-2025:

- ❖ Create the highest quality information so that people can understand their lymphoma
- ❖ Be a voice for people affected by lymphoma in order to influence the decisions that affect them and raise awareness of lymphoma
- ❖ Ensure that people affected by lymphoma can access the treatment and care that they need
- ❖ Ensure that people feel supported with and beyond lymphoma by others who understand what they are going through
- ❖ Have the most effective resources so that we are sustainable and can deliver impactful services.

### Values

Our values underpin everything we do:

- ❖ Focused – we are dedicated to the needs of those affected by lymphoma
- ❖ Empowering – we build confidence to make change happen
- ❖ Trusted – we use our expertise to deliver quality services
- ❖ Innovative – we look to a better future for people affected by lymphoma
- ❖ Collaborative – we are inclusive and value our partnerships

Our services and activities can be broadly grouped as follows:

- **Information and publishing** – including high-quality information leaflets and publications (including Lymphoma Matters magazine), supplemented by a programme of webinars, podcasts and videos.
- **Lymphoma TrialsLink** – an online clinical trials database and information service.

- **Helpline** – open five days a week and providing much-needed emotional support. We receive more than 2,000 enquiries a year via telephone, email and live chat service on our website.
- **Support groups** – we operate a network of (now online) support groups across the UK. We also run a closed Facebook group with over 1,600 members.
- **Buddy Service** – we have a team of trained buddies whom we link with people who need additional support or who want to speak with someone who has shared similar experiences.
- **Live Your Life** – our award-winning survivorship and education programme, which we are currently running in digital format.
- **Events** – traditionally we run national and regional events for people affected by lymphoma although these are also being run digitally during the pandemic.
- **Healthcare education and training** – we run online training events and conferences for, and provide information to, healthcare practitioners working in the field of lymphoma. This includes GPs, nurses, specialist trainees and consultants.
- **Website** – [www.lymphoma-action.org.uk](http://www.lymphoma-action.org.uk) offering a range of information and support with over 2 million visitors a year.

To find out more about Lymphoma Action and our work, please visit our website:

[www.lymphoma-action.org.uk/about-us](http://www.lymphoma-action.org.uk/about-us)

Lymphoma is a blood cancer and as such, people with lymphoma, were classified as ‘extremely vulnerable’ to COVID-19 at the outset of the Coronavirus pandemic. This led to an increased demand for information and support and an increase in the number of people who came to our helpline services. It has meant that we have had to adapt many of our activities in order to provide this support digitally, e.g. through moving our Support Groups online and delivering some of our events digitally.

Our role throughout the pandemic has been to support people as much as possible, providing them with emotional support, high quality information on COVID-19 and ‘shielding’ and practical support to reduce anxiety and concern such as through our ‘Distance aware’ campaign. You can find more information on how we have responded to COVID-19 on our website.

## How we work

The Charity’s work and strategic objectives are overseen by the Board of Trustees, which meets four times a year with the day-to-day operation of the organisation led by **Ropinder Gill, Chief Executive**, and a Senior Management Team comprising:

- Director of Services (new postholder to start September 2021)
- Jim Howson, Director of Finance
- Karen Rabjohn, Director of Fundraising and Communications

An Operational Managers Group also works across the organisation, to support the implementation of strategy, development of operational plans and internal communications. The group is made up of representatives from publications, volunteering and regional development, marketing & communications, information & knowledge services and fundraising.

Financially, we are dependent on our fundraising work, with the vast majority of our funding coming from individual donors and some grant-making trusts and organisations. Whilst our annual turnover in 2019 was around £1.8 million, we know that it may be 2022/23 before our income returns to this pre-pandemic level. Despite a significant impact on some of our income lines in 2020 we successfully reduced our expenditure and raised circa £1.7m in income (with significant emergency funding) to ensure that our services were not impacted. We have robust reserves and a clear plan to ensure that the charity is resilient and sustainable.

**To find out more about what Lymphoma Action does, please have a look at our website: <https://lymphoma-action.org.uk/about-us>**

**For our recent achievements, please read our [2020 annual report and accounts](#) and [2020 impact report](#).**

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<https://lymphoma-action.org.uk/>

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