



Digital Engagement Officer

Recruitment Pack
May 2023

Inform | Support | Connect

Welcome



Thank you for your interest in the role of Digital Engagement Officer.

Lymphoma Action is a national charity providing information and support to people affected by lymphoma, the fifth most common cancer in the UK. Our Communications Team performs a vital role in how that information and support is delivered, maximising the reach and impact of our messaging and growing engagement with our services and fundraising activities.

This is an exciting time to join the team as we invest in and develop our marketing, our fundraising and how we deliver services for the people that need us. You can read more about our long-term strategy and goals on our website: www.lymphoma-action.org.uk/about-us.

Reporting to our Social Media Manager, this 12-month maternity cover role is tasked with the day-to-day running of Lymphoma Action's social media channels, and will work with colleagues across the Charity to source and create content. We're developing a new social media strategy to build on the success we've had in recent years giving us the opportunity to test, evaluate and refine our approach. This role will also deliver our email marketing campaigns, working closely with our Communications Manager to engage our audiences, promote our activities and generate income.

Whilst our head office is based in Aylesbury, Buckinghamshire, we offer the flexibility of hybrid working, with many staff splitting their time between home and the office. We envision the postholder spending a minimum of one day per week in the office (dependent on location) in order to develop relationships within the team and organisation.

Simon Taylor
Social Media Manager
Lymphoma Action

s.taylor@lymphoma-action.org.uk

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



Our Vision, Mission, Goals and Values

Vision Statement

Everyone affected by lymphoma will receive the best possible support, treatment and care

Mission Statement

Through information, education, support and influence, we will make sure no-one has to face their lymphoma alone

Our 5 Strategic Goals

- ✓ Ensure that people understand lymphoma
- 👤 Enable people affected by lymphoma to feel supported by others who understand what they are going through
- 🤝 Empower people affected by lymphoma and their healthcare professionals to communicate with confidence
- 📣 Be a voice for people affected by lymphoma to influence the decisions that affect them
- 💬 Increase the impact of our work by making best use of our resources

Our Values

- **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



Job Description and Person Specification

Job title:	Digital Engagement Officer
Responsible to:	Social Media Manager
Duration:	12-month, fixed-term, maternity contract
Location:	Flexible/hybrid – with some time working at head office, Aylesbury
Working hours:	Full-time (35 hours per week)
Salary:	£25,000 to £28,000 per annum (depending on experience)

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 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

- Social Media Manager
- Colleagues in the Communications team
- Director of Fundraising and Communications
- Fundraising, Services and Finance teams
- The Charity's donors and supporters
- People affected by lymphoma
- Digital suppliers and external consultants/agencies

Main duties

Social media

- To work with the Social Media 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, videos, graphics, stories, etc. (including fundraising campaigns).
- To assist with social media monitoring, reporting and analysis.
- To support the creation and monitoring of paid-for social media campaigns.
- 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.

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 with administrative tasks underpinning the maintenance and operation of our website (using Drupal).
- To support with effective measurement and recording of digital communications Key Performance Indicators.
- To support 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 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 participate in staff training, organisation/team meetings and events, as required.
- To comply with the organisation's health and safety, confidentiality, data protection and other policies.
- Any other duties deemed appropriate by the Social Media Manager, subject to time and commensurate with level of responsibility and salary.

Person Specification

This is the selection criteria for the role.

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

Experience and knowledge

- Experience of working and/or volunteering in a digital/communications role.
- Good understanding of how social media is used by an organisation, with experience of using different social media platforms.
- Familiarity with social media management/scheduling platforms – preferably Sprout Social.
- Experience of creating digital content appropriate for different channels, eg. websites, emails, various social media platforms.
- Knowledge of the current social media and digital marketing landscape.
- A knowledge and understanding of the charity sector and the role of digital within it.

Skills and abilities

- Excellent verbal and written communication skills – including the ability to adapt writing styles for different audiences and platforms.
- Creative ability to produce engaging digital content using a variety of formats, eg. copy, images, video, graphics, emails, blogs.
- Excellent IT skills – including Microsoft Office and ideally social media software – with a willingness to learn new systems and processes, eg. Canva, DotDigital, Photoshop, Drupal.
- Responsive, flexible and proactive approach to work.
- Able to use initiative to solve issues, with a willingness to think creatively and confidence to try new things.
- Excellent organisational skills with the ability to prioritise tasks, manage workload under pressure and work to deadlines.
- Ability to work collaboratively across teams.
- Ability to deal professionally and sympathetically with people affected by lymphoma.
- High level of attention to detail.

** The role includes some travel for the purpose of training and attending external meetings. Occasionally, there may be the need to work at weekends or during anti-social hours, for which notice and time off in lieu will be given.*

Values and Behaviours

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.



Why work for Lymphoma Action?

- We are an established and successful national charity with a great working culture, focusing on what we are here to do but also on being creative, supportive and having the right environment to be effective.
- We embrace the benefits of hybrid working, providing the infrastructure and processes to enable you to work from home and from the office.
- Annual leave of 33 days including 8 bank holidays, rising by 1 day for each complete year of service up to a maximum of 38 days (pro-rata for part-time staff).
- A generous workplace pension scheme where Lymphoma Action will contribute 5% of your salary each year, alongside your 3% minimum employee contribution.

- A Life Assurance scheme (death in service benefit) that pays a lump sum of twice your salary.
- An Employee Assistance Programme, offering face-to-face, online or telephone counselling to support your mental health and wellbeing.
- Colleagues fully trained in Mental Health First Aid, providing a safe and confidential listening ear for support, information and signposting.
- Enhanced pay over and above the statutory minimum for maternity, paternity, adoption and sick leave.
- Free eye tests and glasses contribution, and flu jab for all staff who are ineligible for a free one on the NHS.
- Additional discretionary annual leave between Christmas and New Year.
- Free onsite parking at our offices in Aylesbury.
- Induction training and ongoing learning and development to help you deliver your role.

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** above.

- To apply, please submit your **CV and a Supporting Statement**, which needs to evidence how you have gained the skills and experience we are looking for, as per the **selection criteria**. Applicants are shortlisted against how their Supporting Statement meets the specific criteria in the Person Specification.
- We actively welcome applications that will help increase the diversity of our workforce, including from those with disabilities, from minority groups and from different backgrounds.
- If you have any queries about the application process, or if you'd like us to arrange an informal chat with the Social Media Manager to discuss the role, please contact Julie Kanchanlall, Corporate Services Officer, on  jobs@lymphoma-action.org.uk
- Please email your CV and Supporting Statement to  jobs@lymphoma-action.org.uk in Word format, not pdf.

We reserve the right to review applications and schedule interviews on an on-going basis, so early applications are encouraged.

The recruitment timetable

Closing date is 9 am, Tuesday 30 May 2023

Interviews will be held in person at our head office in Aylesbury
on Tuesday 6 June 2023

What we do

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 20,000 people every year receiving a lymphoma diagnosis, 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.

For our recent achievements please read our 2021 annual report and accounts on our website.

Our services and activities can be broadly grouped as follows:

- **Information** – high-quality information leaflets and publications, a website visited by over 2 million people a year and a programme of webinars, podcasts and videos.
- **Helpline Services** (including Live Chat) – open five days a week and providing much-needed emotional support.
- **Peer support** – a network of online support meetings and topic specific meetings across the UK. We also run a closed Facebook group with over 3,500 members and have a team of trained Buddies whom we link with people who need additional support.
- **Educational events** – training events and conferences for healthcare practitioners, as well as events for people affected by lymphoma such as Live your Life, our award-winning survivorship and education programme.
- A range of services to help people get the treatment and care they need – this includes our policy work and Lymphoma TrialsLink, an online clinical trials database and information service.

Our **fundraising and communications** work is underpinned by:

- A strong focus on relationship building and stewardship so that our supporters feel part of a valued lymphoma community.
- A diverse range of high performing income streams, including individual giving and challenge events.
- A respected brand which is mirrored in our communications, with our values running through everything that we do.
- A skilled, enthusiastic and collaborative team of passionate fundraisers and comms professionals.

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:

- **Dallas Pounds, Director of Services**
- **Jim Howson, Director of Finance**
- **Deborah Laing, 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, communications, education and support services and fundraising.

We enjoy a bright and positive working environment at our head office in Aylesbury and embrace the benefits that hybrid working can offer. Work patterns are flexible, with most full-time staff working two days a week from the office.

Financially, we are dependent on our fundraising work. Whereas our income pre-pandemic was circa £1.8m, we raised over £3m in 2021 (due to a windfall legacy) and over £2m in 2022.

To find out more about what Lymphoma Action does,
please have a look at our website:

www.lymphoma-action.org.uk/about-us

For our recent achievements, please read our
2022 annual report and accounts.

Thank you for your interest in this role.

Lymphoma Action

Unit 3, Bell Business Park, Smeaton Close, Aylesbury, Bucks HP19 8JR

Company Registration No 03518755

Charity Registration (England and Wales) No 1068395 (Scotland) No SC045850