



## Communications Executive



## The charity

In 2004, a group of families who had lost children and young people to primary bone cancer (PBC) came together. They wanted to tackle head-on the fact that there was virtually no accessible bone cancer information, and practically no funding for research into this disease. In 2006, with Professor Ian Lewis, they registered the Bone Cancer Research Trust (BCRT). Since then, we have become the leading charity dedicated to fighting primary bone cancer.

We have an in-depth understanding of what it means to live with bone cancer for patients and their families, which is shared in our research report, [Living with, and beyond, primary bone cancer](#) and through a series of [short videos](#).

Our five year strategy, [The Biggest Ever Commitment to Primary Bone Cancer](#), sets out our ambition and priorities until 2022 as, together with the bone cancer community, we continue to lead the fight against primary bone cancer. Since the launch of our strategy in 2017 we have made great progress, awarding 13 brand new research projects totalling £1.2million, supporting more patients and families than ever before, equipping them with the vital information they need and raising national and international awareness of primary bone cancer to aid earlier diagnosis.

## The role

Inspiring and creative communications are critical to achieving our strategic aims at BCRT. In recent years we have prioritised investment into our supporter communications, resulting in massive growth of our social media following and supporter base. To continue our growth and support all aspects of the charity's work, we must invest in necessary resources and use dynamic, current and new methods of communications to engage our supporters and wider community.

Working with the Communications Manager, the Communications Executive will be responsible for the creation, co-ordination and implementation of online and offline communications and marketing, including; day-to-day management and development of BCRT's website, Search Engine Optimisation (SEO) and Pay Per Click (PPC) activities, development and delivery of social media plans, e-newsletters, videos and other content.

The Communications Executive will analyse and report performance of communication activities and help shape future communication plans through creative and informed thinking.

Working with the wider Fundraising & Communications Team, the post holder will devise campaigns and utilise digital marketing tools which also support our fundraising activities. The Communications Executive will also oversee social media based fundraising channels to deliver income for the charity.

The Communications Executive will have a good understanding of charity communications and possess sound knowledge of social media platforms from a business perspective. The role will be charity wide, working closely with staff from all areas of the charity and where necessary, BCRT Trustees and other key stakeholders such as researchers, clinicians and supporters.

## Key Benefits

- Flexible approach to working hours
- On site free parking (subject to availability)
- 22 days annual leave per year + bank holidays + 3-day Christmas shut down
- Healthcare cash plan
- Pension contributions
- Clear performance expectations and supportive management team
- Training and personal development opportunities
- Direct exposure to our charitable work

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|--------------------------|--|
| <b>Job title:</b>        | Communications Executive   |
| <b>Responsible to:</b>   | Communications Manager   |
| <b>Line management:</b>  | No direct reports  |
| <b>Salary:</b>           | £19,000 - £21,000 per annum dependent on experience                        |
| <b>Hours of work:</b>    | Full time, 37 hours per week. Core hours of work are between 10am and 4pm. |
| <b>Contract type:</b>    | Full time / permanent  |
| <b>Location:</b>         | Horsforth, Leeds   |
| <b>Probation period:</b> | Six months   |

## Key Responsibilities

- To understand BCRT's audiences and target appropriate and engaging content to them through the most appropriate communication channels
- Work with the Communications Manager to create and implement an annual communications plan which supports and delivers BCRT strategic objectives
- To work closely with the wider Fundraising & Communications Team to identify opportunities for communications / marketing that will increase performance
- To manage the charity's social media platforms, creating and managing content which is engaging and promotes the work of BCRT
- To develop and manage e-newsletters and online social media based fundraising platforms
- To be the internal lead for BCRT's SEO and PPC activities and manage third party relationships

## Website

- To assist with website development projects and manage third party relationships
- To ensure website content is current and up-to-date
- To ensure all web pages are search engine optimised and, where appropriate, part of the charity's PPC activities
- To assist with training and guidance on the website to other users

## Social Media

- To assist with the development and delivery of an annual social media content plan
- To be the day-to-day lead on the charity's social media channels
- To grow the charity's social media following, optimising and serving relevant content that engages different audiences to elicit engagement with the charity
- To introduce a programme of social media advertising, in-line with our marketing and fundraising priorities
- To work with colleagues to support all aspects of the charity's work via social media
- To develop, promote and manage Facebook and Instagram's fundraising tools to deliver income for the charity
- Assist with the planning and management of the social media budget

- To handle and traffic online / social media enquiries in a timely and professional manner
- Manage 'on the day' social media requirements at key fundraising and charity events throughout the year
- To support staff and volunteers from across the charity to make the best use of social media, where relevant to their role

## Content

- Write engaging and inspiring content for use across all BCRT's communication channels
- To organise and manage the charity's internal photo and video library, ensuring where appropriate, consent for use is captured and recorded within the charity's CRM
- To brief and co-ordinate the production of basic promotional films for the charity and manage third party relationships
- To brief and co-ordinate the development of online and offline artwork when required, managing third party relationships (design, print and fulfilment if required)

## Promotion & Marketing

- To assist with the development and delivery of marketing campaigns to support the charity's objectives
- To be responsible for optimising online supporter experiences across all digital platforms
- To create targeted advertising campaigns that reach the charity's different audiences and demographics
- Manage SEO and PPC activities to support the online promotion of the charity
- Promote the charity's e-newsletter and increase readership and engagement

## Analysis & Reporting

- Analyse performance of online activities using Google Analytics, social media tools and external providers
- Produce monthly reporting to the Communications Manager indicating success against pre-determined key performance indicators (KPI's)
- To test and measure new communications and marketing techniques to increase charity engagement
- To stay aware of new technologies and techniques to exploit all opportunities to optimise the charity's communications
- To work with all areas of the charity to identify appropriate external websites where BCRT could feature to help deliver strategic objectives
- To stay aware of like-minded charity communications, to promote accurate information (and challenge misinformation) on bone cancer and to ensure crossover is avoided and integration is explored when appropriate

## Personal Specification

You will have communications / marketing experience, with a demonstrable record of producing high quality communications. You must be proactive, creative and have excellent interpersonal skills with the ability to write exceptional communications.

| Criteria   | Essential | Desired | Method of Assessment         |
|--|-----------|---------|------------------------------|
| <b>Qualifications</b>  |           |         |                              |
| Good standard of higher education including English  | ✓         |         | Application Form / CV        |
| Communications, marketing or copywriting specific qualification                            |           | ✓       |                              |
| <b>Experience</b>  |           |         |                              |
| Experience of delivering and / or managing communications in a charity or business setting | ✓         |         | Application Form / CV        |
| Experience of managing social media and other digital based forms of communication         | ✓         |         | Application Form / CV        |
| Experience of creating compelling and engaging copy and design for use in marketing        | ✓         |         | Application Form / CV        |
| Proven experience of meeting targets and working to KPI's                                  | ✓         |         | Application Form / Interview |
| Demonstrable experience of relationship / supplier management                              | ✓         |         | Application Form / Interview |
| Experience of using a charity CRM system   |           | ✓       | Application Form / Interview |

## Skills / Abilities

|   |   |   |                              |
|---|---|---|------------------------------|
| Strong organisational skills, consistently delivering to agreed deadlines   | ✓ |   | Application Form / Interview |
| Sound understanding of communication / marketing approaches and methods   | ✓ |   | Application Form / Interview |
| Excellent written communications skills, able to write messaging at different levels for various audiences  | ✓ |   | Application Form / Interview |
| Excellent relational skills; able to communicate effectively with team members, supporters and external funders via phone, email and in person, building relationships with people from a wide variety of backgrounds | ✓ |   | Application Form / Interview |
| Strong analytical skills  | ✓ |   | Application Form / Interview |
| Excellent attention to detail   | ✓ |   | Application Form / Interview |
| Ability to use initiative and be proactive and creative, take responsibility for tasks, and organise your own priorities and time   | ✓ |   | Application Form / Interview |
| Numerate, able to help develop project budgets and forecasts  |   | ✓ | Application Form / Interview |
| High competence in Microsoft Office and internet-based communication platforms  | ✓ |   | Application Form / Interview |

## Personal Qualities

|  |   |  |                              |
|--|---|--|------------------------------|
| A shared passion for the work of the Bone Cancer Research Trust                                  | ✓ |  | Interview                    |
| An enthusiastic, imaginative, energetic and creative approach with a 'can do' attitude           | ✓ |  | Application Form / Interview |
| Willing to receive feedback and respond well to constructive criticism                           | ✓ |  | Application Form / Interview |
| A keen team player able to work collaboratively and alone  | ✓ |  | Application Form / Interview |
| Willing and able to travel within the UK and work evenings and weekends as required occasionally | ✓ |  | Application Form / Interview |