



We are currently seeking an experienced **Marketing Officer** who will be responsible for inspiring people to support Beatson Cancer Charity through sharing the stories of patients, families and NHS staff at the hospital, and the dedicated fundraisers and volunteers who generously give their time and money to support them. Ideally the successful candidate will be experienced in managing campaigns across direct, digital and social channels, with a strong understanding of all principles of marketing. They will also be enthusiastic with a drive to achieve ambitious targets.

Reporting to:	Marketing and Communications Manager
Salary:	£27,500 - £30,500 per annum
Contract:	Full time, permanent
Hours:	35 hours per week, core hours are Monday to Friday 9am to 5pm, with flexibility required to work evenings and weekends. Hybrid working – min 3 days in office.
Annual Leave:	40 days per annum (inclusive of Public Holidays)
Pension:	7% employer and 3% employee contribution

Key Responsibilities

- Produce briefs for media plans, filming, photography and creative (traditional and online).
- Support Fundraising and Events Managers with marketing plans to promote events, initiatives and campaigns.
- To provide support along with the wider Marketing and Communications team at events, e.g. evening balls, weekend fundraising events.
- Work across teams to develop and implement multiple campaigns – service promotion, donor acquisition, and income-generation.
- Explore new opportunities and audience engagement through a data-driven approach.
- Devise and manage content strategy, working with wider teams to identify opportunities for content creation.
- To maintain and co-ordinate brand management and messaging.
- Use content management system to maintain the website and work closely with Digital Marketing Officer.

Essential Candidate Criteria

- Demonstrable experience (minimum 3 years) of working in a marketing role.
- Experience of social, digital and direct marketing.
- Excellent project and time management skills.
- Strong relationship building and communication skills.
- Have an understanding and appreciation of the Charity and/or NHS environment.
- Hold a current driving license.
- A successful PVG check.

Desirable Candidate Criteria

- Degree or Post Graduate qualification in Marketing/Communications.
- Membership of relevant professional body.
- Knowledge of creative packages (CANVA, Adobe/InDesign) and channel management tools.
- Ability to edit films using phone or desktop applications.



Closing Date: Sunday 16 February 2025
Interview Date: Wednesday 26 February 2025

To apply please send a cover letter and CV to recruitment@beatsoncancercharity.org

Beatson Cancer Charity is an Equal Opportunities employer and is committed to employing a wide range of employees who are reflective of the diverse community that we support.

www.beatsoncancercharity.org