



Digital Marketing Officer

Line manager:	Digital Marketing and Engagement Manager
Manages:	N/A
Location:	London, 120 New Cavendish Street, W1W 6XX
Time:	Full time (35 hours/week): minimum of 3 days per week in the office
Salary:	£26-28K depending on experience

Summary / Overall purpose

The Digital Marketing Officer will play an important part in Cure Parkinson's continued ambitious growth. Joining us at an exciting time for the charity, you would be part of a small but dynamic team with the opportunity to develop and make your own mark.

You will create and edit communications and marketing materials to publicise the charity's activities to our online and digital audiences, including writing and distributing e-newsletters and updating our website and social media platforms. You will have a good understanding of digital best practice and content creation across web, social and email.

The Digital Marketing Officer will report into the Digital Marketing and Engagement Manager and will work closely with the wider Marketing team to plan and execute some exciting communications campaigns to promote the work of the charity.

Key duties / tasks

1. Drafting and coordinating the distribution of the charity's E-newsletter in Mailchimp.
2. Drafting social media messaging and assisting with running paid social media campaigns.
3. Day to day monitoring of CP social media platforms to respond to supporters, identify influencers, and engage in conversations where relevant to CP
4. Working closely with colleagues in design, fundraising and research to develop visual assets for use on social media.
5. Writing and uploading news stories and information materials to the charity website and social media platforms.

6. Support on the implementation of a digital strategy for the organisation
7. Undertaking analysis and feedback to provide insight into social media, website and email performance
8. Assisting with the creation of ad-hoc emails to supporters
9. Working closely with the wider Marketing team to ensure a joined up, consistent approach.
10. Assisting with the updating and maintaining of the charity's database.
11. Occasional support at our events.

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder

Hours of work and holidays:

This is a full-time role. However, it should be noted that some events will take place over weekends and Bank Holidays when your presence will be required, which will be compensated with time in lieu. We give 28 days' holiday three of which must be taken over Christmas, plus bank holidays.

Pension scheme:

After three months you will be entitled to join Cure Parkinson's auto-enrolment pension scheme to which the charity contributes 3%.

Location:

Cure Parkinson's, 120 New Cavendish St, London, W1W 6XX

Diversity:

Cure Parkinson's recognises the importance of diversity and encourages people from any background to apply for this role, provided they have suitable experience and ability as indicated in this specification.