



JOB DESCRIPTION 2020

Job Title:	Marketing Assistant
Hours of Work:	35 hours per week (full-time)
Reports to:	Marketing and Communications Manager
Location:	Oakhanger, Hampshire (GU35)

Job Summary

An exciting opportunity has arisen for a Marketing Assistant to join Pancreatic Cancer Action's Marketing and Communications team. Reporting to the Marketing and Communications Manager, the Marketing Assistant will primarily be responsible for updating and creating content for our social media accounts, helping to improve SEO, distributing e-newsletters, and assisting with our awareness and fundraising campaigns.

The post holder will need to be IT literate, competent, take pride in their work and be extremely organised. Empathy and excellent communication skills are vital in this role and the candidate must be able to work well as part of a team and use their own initiative.

Being able to juggle multiple tasks and prioritise workload is also essential.

This is a fantastic opportunity to become part of a small but dynamic and fun team in a rapidly expanding charity.

About Pancreatic Cancer Action

Pancreatic Cancer Action is a charity which focusses on improving early diagnosis of pancreatic cancer and improving the quality of life for those affected by pancreatic cancer.

Currently there are almost 10,000 people a year diagnosed with pancreatic cancer and due to the shockingly low survival rate, approximately 9,000 die each year.

We are on a mission to stamp out late diagnosis by funding innovative research, creating national awareness campaigns, lobbying for change, providing resources for medical professionals and producing comprehensive patient information.

For more information on Pancreatic Cancer Action, please visit www.pancreaticcanceraction.org

Main Duties and Responsibilities

Social media

1. Production of creative and engaging social media posts to raise PCA's brand profile and publicise its key messages across all social networks including; Facebook, Twitter, Instagram and LinkedIn.
 - a. Being creative and ability to follow charities brand guidelines and social media guidelines
2. Daily monitoring and taking control of our social media activity, this includes replying to comments and engaging with our supporters.
3. Taking responsibility of managing the monthly social media advertising budget.
4. Contribute to the development and delivery of social media strategies and campaign plans.
5. Development and recruitment of social media volunteers and influencers.

Website

1. Editing, writing and updating content for our blogs and other content on the website.
2. Assist with the organisation's use of Google Analytics and Google Grant account for Google Adwords.
3. Take responsibility for monitoring and improving the website's SEO.

E-mail marketing

1. Planning, creating and distributing e-newsletters for our supporters. Including monthly newsletters to our general mailing list and bespoke fundraising and campaign e-mails.
2. Analyse and report on the success of e-mail marketing campaigns
3. Create quality content and proofread any copy that needs reviewing

Marketing and communications

1. Assisting with implementation of awareness and fundraising campaigns including e.g. helping with production of design materials
2. Communicating with and building relationships with our supporters, helping

edit and promote their stories and sharing them on our blog and social media platforms.

3. Attend meetings, events and conferences as required – acknowledging that some of these may be out of hours and involve overnight stay.
4. Sourcing quotes and working with external agencies.
5. Copy writing for blogs and articles
6. Championing the use of the charity's brand guidelines internally and supporting colleagues to apply them consistently.
7. Assist with any design that the marketing team requires.
8. Perform any other duties that the Marketing & Communications Manager may consider appropriate.

While every effort has been made to outline all the main duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail.

PERSON SPECIFICATION

Skills and characteristics

- Either a minimum 1 year's experience of social media and/or a suitable marketing qualification
- Experience and knowledge of Google AdWords, Google Analytics and SEO extremely desirable
- Confident user of social media platforms such as Facebook, Instagram, LinkedIn and Twitter.
- Candidates must be highly organised with an attention to detail plus excellent oral and written communication skills
- Excellent interpersonal skills and the ability to communicate well with a broad range of people, including those affected by pancreatic cancer.
- Experience of creating marketing materials using graphic design tools such as Adobe and animation tools is **highly desirable**
- Experience of using social media management tools (not necessary)

Qualifications

- Must have GCSE English and Maths to grade C or above and educated to degree level is desirable
- UK driving license is essential – our office is in rural Hampshire and the nearest train station is a 15 – 20-minute drive away. Bus services are very limited.

Personal qualities

- Good time management skills and the ability to organise, plan and prioritise



workload is essential.

- Ability to work flexibly and enthusiastically as part of a team.
- Ability to communicate with a variety of people in a friendly and professional manner.
- Empathy and good relationship management skills are essential.

Pancreatic Cancer Action is an equal opportunities employer and we welcome all applications regardless of disability, ethnicity, gender or age.