

Role Profile

Details

Job Title:	Digital Marketing Officer
Job Grade:	Officer
Reports to:	Digital Manager (Marketing)
Based in:	Harrogate – with some flexibility to work from home
Hours:	Full time, 37 hours

Overall purpose

The Digital Marketing Officer plays a vital role in delivering high-performing digital campaigns that drive supporter acquisition and engagement. Working within the charity's marketing team, the role focuses on paid media and content creation to support a broad range of charity initiatives, ranging from fundraising campaigns to service uptake.

They will lead the execution of digital campaigns from planning through to optimisation, developing channel strategies, briefing content, and managing delivery. The role also collaborates with agency partners to ensure smooth and effective delivery.

With a strong understanding of digital marketing platforms and performance data, the role contributes to the charity's growth by creating impactful acquisition content, managing paid media, and ensuring all activity is compliant, innovative, and aligned with our goals.

Key responsibilities

1. Digital Marketing Campaigns

- Lead creation and implementation of digital marketing campaigns. These may include, for example, charity, fundraising, services, retail and political campaigns.
- Create detailed campaign plans, including channel selection, content requirements, and delivery timelines.
- Collaborate with internal teams to ensure campaign assets are briefed, created and approved in line with objectives.
- Work with external agency partners where appropriate, ensuring effective project delivery and collaboration.
- Manage live campaign delivery, introducing new content and optimising performance based on real-time data.

2. Digital Acquisition content

- Collaborate closely with stakeholders across the charity, to lead the development of content specifically designed for acquisition marketing – e.g. volunteer recruitment, cancer service recruitment.
- Develop content plans that align with campaign goals, target audience, and paid media strategy.
- Support the charity's SEO and web content strategy, helping improve visibility, engagement, and conversion.

- Use data to test and optimise acquisition and CPA.

3. Paid Media & Analytics

- Lead paid media activity across Meta Ads Manager.
- Manage the charity's PPC agency, continuously optimising our paid Google Ads and Google Grant accounts, ensuring we're maximising efficiency and creating new opportunities.
- Lead 'always-on' digital marketing activity to support, for example, service uptake, volunteer recruitment, and retail promotion.
- Monitor campaign performance using analytics tools and dashboards, providing actionable insights.
- Implement and manage tracking and attribution tools, including Google Tag Manager and Google Analytics.
- Ensure all paid media and tracking activity complies with GDPR, PECR, and platform-specific advertising policies, working with the charity's Data Protection Officer as required.
- Continuously test and refine campaign activity to improve engagement and conversion.

4. Team Collaboration & Support

- Support the Digital Marketing Manager to deliver team goals and contribute to cross-functional projects, leading on key digital marketing projects. These may include, for example, maximising the potential of digital technology, including CRM and AI, to improve efficiency and outcomes
- Brief agencies clearly and manage external relationships to ensure alignment with campaign goals and timelines.
- Bring enthusiasm and innovation to digital marketing, actively seeking new approaches and improvements.
- Support the wider marketing team as required commensurate with role and level.
- Ensure charity and team processes are followed, including budget management, GDPR and charity governance best practice.

Qualifications

- A degree or qualification in a related field is desirable but not required.
- Demonstrable evidence of continuing professional development

Knowledge and experience

Knowledge and Experience

- Proven experience planning and delivering digital marketing campaigns across paid media channels, including Meta Ads Manager, Google Ads, and YouTube.
- Experience creating and managing acquisition-focused content, aligned with campaign goals and audience targeting.
- Strong understanding of campaign optimisation, including A/B testing, performance analysis, and content iteration.
- Familiarity with SEO principles and web content strategy, with a desire to improve visibility and engagement.
- Hands-on experience using analytics tools such as Google Analytics (essential), Looker Studio (essential), and Google Tag Manager (not essential).
- Understanding of tracking implementation, including the use of pixels and consent management tools.
- Awareness of GDPR, PECR, and platform-specific compliance requirements in digital marketing.
- Experience working with external agencies, including briefing, collaboration, and performance evaluation.

Skills and abilities

- Strong ability to plan and deliver digital campaigns across multiple channels, with a focus on performance and audience engagement.
- Skilled in creating acquisition-focused content that supports paid media
- Proficient in Meta Ads Manager, Google Ads, YouTube advertising, and other digital marketing platforms.
- Confident using analytics tools such as Google Analytics, Looker Studio, and Google Tag Manager to monitor and optimise performance.
- Ability to implement and manage tracking solutions, including pixels and consent tools, with attention to compliance.
- Ability to work collaboratively across teams to deliver integrated campaigns and support broader marketing goals.
- Excellent communication and collaboration skills, with the ability to work effectively across teams and with external partners.
- Strong organisational skills, able to manage multiple campaigns and deadlines simultaneously.
- Creative and proactive, with a passion for digital marketing and a drive to innovate and improve.
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Other requirements

- A willingness to complete our pre-employment checks (to be undertaken once the role is offered and accepted) which include:
 - A check on your employment history, by seeking references that cover your previous 5 years of employment and verifying any employment gaps of over 28 days
 - A check on your eligibility to work in the UK as per the Immigration, Asylum and Nationality Act 2006
 - A check on your highest educational achievement(s)
 - A check on your professional qualification(s)
 - A DBS check at the level relevant to your role.

DBS Check Level

- This role requires a DBS check at basic level.

Values and Behaviours

- Passionate about the values of Yorkshire Cancer Research (see 'Our Values' below).
- Safeguarding is the responsibility of all employees who must remain aware and vigilant to potential safeguarding breaches and always report any suspicions or incidents following our internal reporting guidelines which will be shared during induction.
- Yorkshire Cancer Research operates a strict 'no smoking' policy throughout our premises, car parks and vehicles. Staff must not smoke whilst wearing charity branded clothing or whilst on duty. If the post holder chooses to, the charity will help and support them to stop completely or temporarily abstain from smoking during their working hours.

Our Values & Behaviours

Our Values



Our Behaviours

	Behaviours
Here for Yorkshire	<p>The needs of people in Yorkshire come first</p> <p>Yorkshire Cancer Research exists to prevent diagnose and treat cancer in Yorkshire. The needs and interests of people in Yorkshire are at the forefront of what we do, how we think and how we act.</p> <p>People are the heart of everything we do</p> <p>When we develop new plans, projects and activities, we actively seek patient, supporter and/or customer input to inform our approach and decision-making.</p>
United by the Cause	<p>United by the need <i>to Give Yorkshire More Life to Live</i></p>

	<p>We are transparent and open in what we do and what we say, uniting to support one another in achieving our shared goals.</p> <p>We collaborate with each other and other organisations</p> <p>We work to build relationships based on trust and collaboration. We seek to understand the needs and objectives of others to establish the common ground and agree how we can work together to benefit people in Yorkshire.</p>
Think Big and Bold	<p>We deliver world-leading research and services</p> <p>We evaluate worldwide research and we test and we learn in order to drive the greatest advances and impact in cancer research and services. We promote a culture of continual improvement and innovation.</p> <p>We dare to think differently to Give Yorkshire More Life To Live</p> <p>We are ambitious and not afraid to try something new or difficult when it comes to achieving our goals.</p> <p>Nor are we afraid to make difficult decisions when they are in the best interests of those we exist to serve; the people of Yorkshire.</p>
Making it Happen	<p>We create and build solutions</p> <p>We are focused on understanding the impact of our work and the difference it is making. We ensure we are always pushing forward the achievement of our charity's vision.</p> <p>We approach our work with positivity, energy and drive</p> <p>We see every challenge as an opportunity to provide a solution.</p> <p>When it comes to preventing, diagnosis and treating cancer, we deliver pioneering solutions <i>To Give Yorkshire More Life To Live</i>.</p> <p>We pursue our goals with enthusiasm and commitment; always asking 'Can I, and can we, do more?'.</p>

YORKSHIRE CANCER RESEACH

Job Applicant Privacy Notice

Data controller: Yorkshire Cancer Research (the Charity)

As part of any recruitment process, the Charity collects and processes personal data relating to job applicants. The Charity is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

What information does the Charity collect?

The Charity collects a range of information about you. This includes but is not limited to:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and
- equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

The Charity collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

The Charity will also collect personal data about you from third parties, such as references supplied by former employers, information from employment background check providers and information from criminal records checks. The Charity will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

Why does the Charity process personal data?

The Charity needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the Charity needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

The Charity has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Charity to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Charity may also need to process data from job applicants to respond to and defend against legal claims.

Where the Charity relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The Charity processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the Charity processes other special categories of data, such as information about ethnic origin, sexual orientation, health or religion or belief, this is for equal opportunities monitoring purposes.

The Charity is obliged to seek information about criminal convictions and offences. Where the Charity seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

If your application is unsuccessful, the Charity will keep your personal data on file in case there are future employment opportunities for which you may be suited. The Charity will ask for your consent before it keeps your data for this purpose, and you are free to withdraw your consent at any time.

Who has access to data?

Your information will be shared internally for the purposes of the recruitment process. This includes members of the HR and senior executive teams, interviewers involved in the recruitment process, managers in the Charity's team with the vacancy and IT staff if access to the data is necessary for the performance of their roles.

The Charity will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Charity will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and the Disclosure and Barring Service to obtain necessary criminal records checks.

The Charity will not transfer your data outside the United Kingdom.

How does the Charity protect data?

The Charity takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties. The Charity has a Data Protection Policy and an ICT Acceptable Use Policy which apply to all its employees.

For how long does the Charity keep data?

If your application for employment is unsuccessful, the Charity will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow the organisation to keep your personal data on file, the Charity will hold your data on file for a further period of 6 months for consideration for future employment opportunities. At the end of that period or once you withdraw your consent, your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new employee privacy statement.

Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the Charity to change incorrect or incomplete data;
- require the Charity to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the Charity is relying on its legitimate interests as the legal ground for processing; and
- ask the Charity to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Charity's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact the Charity's Company Secretary, Joanne Mornin (joanne.mornin@ycr.org.uk)

You can make a subject access request by contacting the Company Secretary.

If you believe that the Charity has not complied with your data protection rights, you can complain to the Information Commissioner.

What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data to the Charity during the recruitment process. However, if you do not provide the information, the Charity may not be able to process your application properly or at all.

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