

funding research,  
support and grants  
in our region



## Marketing Officer

<b>Job Summary:</b>	<p>This is an exciting opportunity to take on a pivotal role in a growing regional charity. The role is broad and offers the opportunity to gain experience in a number of areas: fundraising, services, social media management, press, TV &amp; radio, website management and campaign delivery.</p> <p>We are looking for someone who is up for a challenge, quick to learn and passionate about all we do. You will be innovative, able to work under your own supervision, but also be a valued member of a close team.</p>
<b>Responsible to:</b>	Chief Executive Officer
<b>Salary</b>	£19,000 pa
<b>Hours:</b>	37.5 hours p/w (27 days holidays per annum + 8 bank holidays)
<b>Contract:</b>	Permanent
<b>Reports to:</b>	Chief Executive Officer
<b>Location:</b>	31 Otley Road, Headingley, Leeds LS6 3AA Flexible for some home working

## Principal Responsibilities

Marketing & Communications
<ul style="list-style-type: none"><li>• Day to day management and development of social media, across multiple platforms.</li><li>• Day to day management and development of the YBTC website.</li><li>• Build strong relationships with the media across the region</li><li>• Develop, manage and keep updated the YBTC communication planner/Trello board.</li><li>• Investing time in developing existing social media platforms and identification of new opportunities.</li><li>• Develop new initiatives to grow awareness and engagement across the region of services and fundraising.</li><li>• Coordination of newsletter content, liaising with external designers.</li></ul>

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YBTC, 31 Otley Road, Headingley, Leeds, LS6 3AA

Registered Charity No: 1095931.

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**yorkshire's  
brain tumour  
charity!**



- Coordination and development of monthly ebulletins for fundraising and services.
- Development of communication planning across the charity, including new direct and targeted opportunities.
- Developing and maintaining a consistent voice to our communications in line with our values and strategy.
- Working with the services team to develop informational guides and content for people living with, or affected by, a brain tumour.
- Implement and contribute to the YBTC Marketing & Communications Strategy.
- Identify target audiences, collate information and data to help reach those audiences.

#### Marketing Administration

- Review marketing reach, including online and website engagement; producing a monthly update report.
- Development and management of existing resources such as film and photography.
- Ensure marketing materials in the shop are up-to-date and refresh posters and displays as required.
- Working with the Development Officer, ensure marketing materials across hospitals and clinics are up-to-date and available.

#### General

- Participate in individual performance review and any training or development identified to further enhance your role with YBTC.
- Attend monthly one to one meeting with your Line Manager.
- To be aware of the overall activities of YBTC.
- To work collaboratively across YBTC.
- Comply at all times with all terms and conditions, policies and procedures detailed in the employee handbook.
- To comply with YBTC Health and Safety policy and legislation, Data Protection Policy and to protect your own and others' health, safety and welfare.

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   @YorkshireBTC

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- Ensure that all marketing activity is legal, safe and compliant with regulations. Keep up to date with charity law as it relates to relevant marketing activity.
- To act as an ambassador for YBTC, representing the charity at external events.
- Any other duties reasonably assigned by the Chief Executive Officer.
- You will be required to work occasional evenings and weekends, for which time off lieu will be given.

*This Job Description is not intended to be exhaustive and it remains subject to change at any time to meet the changing needs of the charity.*

**Person Specification**

Knowledge & Experience	
Essential	Desirable
<ul style="list-style-type: none"> <li>• 5 GCSE's, including Maths and English or equivalent</li> <li>• Excellent written, presentation and verbal communication skills</li> <li>• Excellent IT skills, including the use of Microsoft packages</li> <li>• Experience of design packages</li> <li>• Understanding of website management</li> <li>• Experience of managing a social media account</li> <li>• Experience of writing and editing press releases and blogs</li> <li>• Strong organisational and problem-solving skills</li> <li>• The ability to prioritise and work to tight deadlines</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Microsoft 365</li> <li>• Knowledge of Microsoft Dynamics</li> <li>• Existing contacts in regional media</li> <li>• Experience of using social media to create marketing campaigns and communications for a range of target audiences</li> <li>• Experience of liaising with the media on releases and maximising coverage</li> <li>• Awareness of GDPR</li> <li>• Interest and enthusiasm for the charity's strategy and objectives</li> <li>• A shared commitment to our culture and values</li> <li>• Experience of Google Analytics</li> </ul>

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|---|---|
| <ul style="list-style-type: none"><li>• Motivated and able to work on own initiative, seeking advice and guidance where required</li><li>• Ability to understand website analytics</li><li>• Ability to write in a creative and engaging manner</li></ul> | <ul style="list-style-type: none"><li>• Experience of working within a small team</li></ul> |
|---|---|

#### Personal Characteristics

- Responsible, respectful, imaginative and creative 'can do' attitude
- A flair for creativity, eye for detail and an ability to develop and offer ideas
- Ability to work as part of a team or individually
- Excellent interpersonal skills who enjoys working with people
- Up for a challenge, a quick learner and passionate
- Ability to manage emotions and be resilient with families we support
- Smart appearance

### About Yorkshire's Brain Tumour Charity

#### Background

Founded in 2003 and originally named Andrea's Gift and then Brain Tumour Research and Support Across Yorkshire (BTRS) from 2011, Yorkshire's Brain Tumour Charity is the Yorkshire and Humber's leading brain tumour charity. Offering practical, financial and emotional support to both adult and child brain tumour patients, together with their families.

At YBTC we are a small team who are growing to meet the needs of those affected by a brain tumour in Yorkshire. Around 15 new cases of primary brain tumour are diagnosed in the region every week.

Brain tumours are the biggest cancer killer of our children and the under 40's. Yet, brain tumour research receives less than 2% of national cancer research funding. We are dedicated to funding brain tumour research in Yorkshire; we hope this research, dedicated to identifying new approaches to the discover and treatment of brain tumours, will improve outcomes for patients.

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#### Our Mission

We are a Leeds based charity funding innovative brain tumour research in and supporting people across Yorkshire affected by a brain tumour.

#### Our Vision

We want to cure a devastating disease that affects so many people. Whilst we are waiting for a cure, we will provide the best patient and family support network in Yorkshire.

#### Our Key Aims

Loving support: we offer an open door to a community who has been through this before.

Loving research: we fund next generation research because we want to find a cure.

**To apply please contact Marie Peacock, Chief Executive Officer, by email to [info@yorksbtc.org.uk](mailto:info@yorksbtc.org.uk) to request an application pack.**

**Please send your completed application form, equality & diversity monitoring form and signed GDPR consent form with a cover letter to us by 12noon on Monday 1st March 2021.**

An initial online informal interview will take place for shortlisted candidates on Thursday 4<sup>th</sup> March 2021. Following that initial interview, successful candidates will be invited to a formal Interview in person on **Tuesday 9<sup>th</sup> March 2021.**

If you are unable to attend the interviews on either of the dates stated, please ensure you make this clear in your cover letter.

Deadline for applications: 12noon on Monday 1st March 2021.

**Application Feedback:** Unfortunately, due to the large number of applications we receive, we are unable to provide feedback to those applicants who are rejected prior to interview.

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