



Job Title	Head of Digital
Organisation	Target Ovarian Cancer
Contract	Full time permanent contract
Location	Hybrid working model where teams work remotely and come into the office (Angel, London) as required

If you would like an informal and confidential discussion about the role, please contact our recruitment partner:

**Carroll Lloyd, Director, NFP Consulting**

T: 07765 001 033

E: [carroll.lloyd@nfpconsulting.co.uk](mailto:carroll.lloyd@nfpconsulting.co.uk)

Application is by way of a CV and a Supporting Statement.

**How to apply**

Apply online at:

**Closing date:** ASAP please but by 10.00a.m.

**Selection and timescales:**

There is a two stage selection process – dates TBC

The format of the interviews will be determined by the COVID-19 guidelines and restrictions that apply at the time.

**Accessibility:**

Please let us know if you have any special requirements which we might need to consider in relation to the selection process, e.g. attending interview. Any requests will not be taken into account in the selection process.

## JOB DESCRIPTION

<b>Job title:</b>	Head of Digital
<b>Reports to:</b>	Deputy Chief Executive
<b>Location:</b>	We offer a hybrid working model where teams work remotely and come into the office (Angel, London) as required.
<b>Hours:</b>	Full time, permanent (37.5 hours)
<b>Direct reports:</b>	Data Manager; Digital Marketing Officer; Social Media Officer
<b>Salary:</b>	£48,000



## Context for the appointment

Join us to raise awareness, fund research and save lives - 11 women die every day from ovarian cancer and survival rates in the UK are among the worst in Europe. Target Ovarian Cancer is the UK's leading ovarian cancer charity.

Our digital strategy underpins the strategic goals of the entire organisation – our ability to reach our audiences, to engage and interact, to support, and to fundraise. Digital is central to our ambitious Business Plan for 2021-23 and we're now looking for an energetic, driven and passionate individual to lead our digital strategy to the next level.

Having significantly invested in our digital provision over the past five years, we know we are in a solid position with a strong team. We need to continue to prioritise our digital work to ensure we deliver a step change for the charity and for the communities we serve, as we transform survival and wellbeing for those diagnosed with ovarian cancer.

## Job purpose

To hold lead responsibility for the strategic development and operational delivery of the charity's digital engagement with people affected by ovarian cancer, strategic partners, policy makers and influencers and promoting a 'digital-first' ethos across the organisation in collaboration with colleagues.

## Specific responsibilities

### Strategy

- Lead a digital vision, strategy and roadmap that helps us achieve our organisation-wide goals and has the highest benefit for everyone diagnosed with ovarian cancer, their families and friends.
- Demonstrate expertise in our digital audiences and channels, ensuring maximum reach to all relevant audiences, and overall growth in our market share through all appropriate facets of digital marketing.
- Manage and develop strategic vendor and partner relationships (including website agency, Ad Grant agency and mass email marketing provider) and ensure that Target Ovarian Cancer receives the maximum value from those relationships.

- Be the guardian of Target Ovarian Cancer’s brand through digital channels, ensuring our values and professionalism as the leading ovarian cancer charity are clear.
- Identify external digital trends, apply relevance to Target Ovarian Cancer and adapt our plans accordingly.

## **Content management**

- Ensure the voices and needs of anyone affected by ovarian cancer are fully and accurately represented in our digital communications.
- Be responsible for Target Ovarian Cancer’s website – content, functionality and performance.
- Be responsible for Target Ovarian Cancer’s overall social media presence – short-term content and long-term strategy.
- Be responsible for Target Ovarian Cancer’s email programme, including audiences, content, targeting and measurement.

## **Data management**

- Lead the provision of data insight from our digital channels to support colleagues’ decision-making and advancing our business objectives across the organisation.
- Monitor, measure and report on performance of and measure our digital channels, identifying strengths, weaknesses, trends and opportunities, and adapt our plans accordingly.
- Oversee the management of Target Ovarian Cancer’s data, CRM system and compliance with relevant data protection legislation.
- Oversee the integration of data systems with digital systems to optimise supporter journeys and efficient and compliant internal processes

## **Line management**

- Supervision of direct reports, setting objectives, monitoring performance and carrying out appraisal.
- Coaching direct reports and supporting their professional development.

## **Team working and collaboration**

- Champion ‘digital first’ throughout the organisation, supporting colleagues to achieve their goals, including successful delivery of innovative products, online service delivery, campaigns and promotions across the charity.
- Provide digital expertise, support, advice and training to build digital capability across the organisation.
- Support the development of digital fundraising activity, ensuring that Fundraising colleagues’ digital work is well-supported and delivered effectively to maximise digital income, providing insight and expertise.
- Support the development and promotion of online support services including our Ovarian Cancer Community, online support groups, virtual events, and our support line.
- Work flexibly across the organisation either independently or supporting the Senior Leadership Team as required. Be prepared to work outside standard office hours to support key events or activities.

## PERSON SPECIFICATION

### **Knowledge and experience**

Demonstrable experience of leading digital strategy from creation to implementation

Demonstrable experience of significant achievements across a range of digital/social media platforms

Demonstrable experience of using technology to engage people and communities

Experience of working with websites (experience of Drupal desirable)

Experience of initiating and implementing digital marketing programmes

Proven track record of increasing income and reach through digital campaigns

Experience of working with external suppliers, managing relationships and budgets

Solid knowledge of CMSs, Google Analytics, Google Adwords, SEO etc.

Knowledge and experience of GDPR and its implications

### **Desirable knowledge and experience**

Experience of developing digital products or support services

Knowledge/interest in health issues

### **Desirable professional development**

Professional training in digital and/or marketing strategy

Professional training in change management and/or project management

Design skills, including Photoshop

Video editing skills

### **Personal attributes and skills**

High-level of written and spoken English and ability to adapt tone and style to different audiences

Excellent influencing skills

Excellent project management skills

Self-directed, confident and proactive

Understanding and compassion for vulnerable people

Enthusiastic and passionate about digital technology and solutions

Creative

Organised, calm under pressure, able to prioritise effectively and deliver projects simultaneously

High level of attention to detail and accuracy

Positive attitude and demonstrates our values

## EQUAL OPPORTUNITIES

Target Ovarian Cancer is committed to the promotion of equal opportunity and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.