



# RECRUITMENT PACK

## DIGITAL MANAGER

### JO'S CERVICAL CANCER TRUST





Dear Applicant,

Thank you for requesting further information for our Digital Manager vacancy

Please find enclosed the below information which you should read thoroughly before starting your application:

- A full job description & person specification
- Additional Information

Closing date: 5pm on the 23<sup>rd</sup> July 2021

Interviews:

1<sup>st</sup> Interview 30<sup>th</sup> July 2021

2<sup>nd</sup> Interviews TBC

If you would like to apply for this role please email your CV and a covering letter to [recruitment@jostrust.org.uk](mailto:recruitment@jostrust.org.uk)

If you do not hear from us within 2 weeks of the closing date, please assume you were unsuccessful on this occasion.

Please note that we reserve the right to close this post early, should we receive a high volume of applications.

Thank you for the interest in working for Jo's Cervical Cancer Trust

The HR Team



## Job Description

<b>Job Title:</b> Digital Manager	<b>Location:</b> Office / Home based
<b>Hours:</b> 37.5 Hours per week	<b>Duration:</b> Permanent
<b>Responsible To:</b> Head of Policy and Communications	<b>Responsible For:</b> Social Media Assistant
<b>Works With/Key Contacts:</b> Internal Team, external stakeholders	<b>Salary:</b> £32,000 to £35,000 according to location and experience

## Background information

Jo's Cervical Cancer Trust ([www.jostrust.org.uk](http://www.jostrust.org.uk)) is the UK's leading charity dedicated to those affected by cervical cancer and cell changes (abnormalities). The charity was established in 1999 by James Maxwell following the death of his wife Jo, aged 40, from cervical cancer.

Since then we have provided advice and support to thousands of women and their families.

We offer a range of online and face-to-face support and information including: information materials, a free helpline, online forum, national and regional support days and an 'ask the expert' service. Cervical cancer is one of the most common cancer amongst young women (under 35) in the UK and Europe.

Two women a day in the UK will die from cervical cancer whilst over 3,000 women are diagnosed each year. In addition, some 220,000 a year are told they may have a cervical abnormality that may require treatment. Thanks to the NHS Cervical Screening and HPV vaccination programmes cervical cancer is a largely preventable disease. However, for those affected, the impact of cancer on a woman's life and that of her family cannot be overstated.

This is an exciting time to join the charity. In recent years awareness of our work and cervical cancer has grown significantly with annual income from £288k to £1.8m. The staff team has also significantly grown to 23 enabling us to reach more women than ever before.

Over the past few years our work has been recognised a number of times including winning a prestigious GSK IMPACT Award, Best Communications Campaign at the Third Sector Excellence Awards and a Plain English Osborne Memorial Award for our website, we have also achieved Investing in Volunteers accreditation.



## Overview of the role

This role is responsible for our digital presence at Jo's Cervical Cancer Trust, ensuring digital activity is embedded across the work of the charity and working to develop and deliver our strategy. It's an exciting time to join the charity as we are embarking on a website upgrade and this role will be leading on that work, engaging with staff and users to ensure the new site serves the requirements of all and has a development plan for the future.

Our website is at the heart of our work. It enables us to provide support, information and drive engagement with the charity. The post holder is responsible for developing solutions to improve how our website functions, this includes scoping new functionality, fixing problems, staying on top of trends and ensuring compliance with relevant policies and regulations including GDPR. Data analysis and reporting is a critical part of the role. This includes using a range of tools to identify ways to report on, and improve, performance. The site is integrated with a variety of other systems and platforms including Salesforce and Stripe and maintaining the integration and solving problems is part of the role. The post holder will help support the development and maintenance of our new Forum, analysing performance and working with relevant teams to improve the level of support we are offering through this service.

The ideal candidate will be self-motivating, a clear communicator with strong problem solving skills and excellent attention to detail. They will be highly motivated to champion technology and digital at the charity embedding digital best practice across the organisation.

The role also oversees our social media strategy managing our Social Media Assistant and working with them to ensure our social media presence continues to improve, is adherent to brand guidelines and fulfils the needs of different teams and projects.

Key tasks and responsibilities	
	<ul style="list-style-type: none"> <li>○ Build and implement the charity's digital strategy ensuring it aligns with the wider charity strategy and aims</li> <li>○ Manage and develop the charity's website including project managing the development of new functionality and scoping new projects</li> <li>○ Manage external web developers and suppliers</li> <li>○ Use tools including Google Analytics, Plausible, Data Studio and Search Console to analyse and report on performance and drive improvements</li> <li>○ Manage our Google AdWords account and monitor and improve SEO rankings, utilising a variety of techniques and tools to improve performance</li> </ul>

	<ul style="list-style-type: none"> <li>○ Identify ways to engage users in testing and scoping improvements to the site</li> <li>○ Support on development of website content ensuring it is regularly updated, optimised and adheres to brand guidelines</li> <li>○ Manage the website budget, including working with Fundraising team to report on grants</li> <li>○ Work with Database Officer on integration projects between the website and Salesforce</li> <li>○ Manage Social Media Assistant, setting objectives and supporting their growth</li> <li>○ Work with Social Media Assistant to develop and deliver the charity's social media strategy including social media advertising, working with programmes such as Canva and taking part in out of hours monitoring on rotation</li> <li>○ Keep up to date with best practice and emerging technologies within digital communications</li> <li>○ Provide training and support to other teams to ensure they are able to use relevant areas of the website or digital platforms effectively</li> <li>○ Adherence to brand guidelines and policies including data protection and compliance</li> <li>○ Support the team with email marketing ensuring and advising on best practise for email optimisation</li> <li>○ Where appropriate represent the charity at external events and occasionally be asked to work outside of office hours or travel outside of London.</li> <li>○ Work with other members of the team on special campaigns or projects that may be outside of the role</li> <li>○ Abide by the charity's policies, practices and core values</li> <li>○ Support diversity and equality of opportunity in the workplace and with volunteers.</li> </ul>
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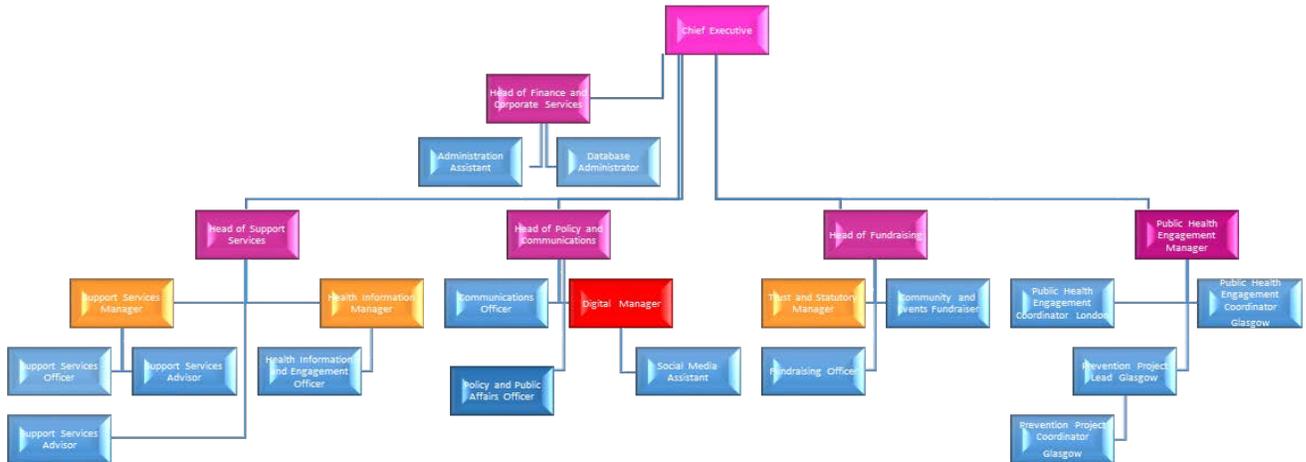


## Person specification

Knowledge and Experience	
Essential	Desirable
<p>Significant experience of working within a digital environment including running a website</p> <p>Strong understanding of analytics and digital monitoring tools with the ability to interpret data and drive improvements</p> <p>Thorough understanding of SEO with proven experience of using SEO techniques</p> <p>Strong working knowledge of Google AdWords</p> <p>Good project management skills with the ability to manage deadlines</p> <p>Experience of working with or managing external suppliers or agencies</p> <p>Strong writing skills and experience of creating written and visual content for the web</p> <p>Excellent attention to detail</p> <p>A self-starter with an ability to work independently, in addition to as part of a team</p> <p>Proven ability to work with internal and external stakeholders on digital projects</p> <p>Ability to communicate topics of a sensitive nature effectively</p>	<p>Experience of using Drupal and Drupal Forms</p> <p>Understanding of online user experience</p> <p>Experience of user-testing</p> <p>Experience of using Salesforce</p> <p>Experience of email marketing, in particular MailChimp</p> <p>Experience of managing a budget</p> <p>Experience of managing a Google Grantspro account</p> <p>Experience of managing social media accounts and developing strategies to engage new and existing audiences</p> <p>Line management experience</p>



## Position in Team



## General Information

Jo's Cervical Cancer Trust is an equal opportunities employer and all employees are actively encouraged to contribute to the promotion of diversity

## Values

Passion – With it we can achieve the extraordinary

Respect – We make every effort to understand and be considerate of the needs of others

Evidence – This underpins every decision we make

Collaborate – We can achieve our purpose by working together

Challenge – Through it we influence, generate changes and progress.



## **Working at Jo's Cervical Cancer Trust**

We offer a pension contribution

Flexible working options are considered

Holiday entitlement is 25 days per annum (plus statutory bank holidays)

Please note that all offers of employment require:

- References deemed satisfactory to the Charity
- Proof of eligibility to work in the UK

## **About the information we collect and hold**

The table set out in Part A of 0 below summarises the information we collect and hold up to and including the shortlisting stage of the recruitment process, how and why we do so, how we use it and with whom it may be shared.

The table in 0 of 0 below summarises the additional information we collect before making a final decision to recruit, ie before making an offer of employment unconditional, how and why we do so, how we use it and with whom it may be shared.

We seek to ensure that our information collection and processing is always proportionate. We will notify you of any changes to information we collect or to the purposes for which we collect and process it.

## **Where information may be held**

Information may be held at our offices and those of our group companies, and third party agencies, service providers, representatives and agents as described above.

## **How long we keep your information**

We keep the personal information that we obtain about you during the recruitment process for no longer than is necessary for the purposes for which it is processed. How long we keep your information will depend on whether your application is successful and you become employed by us, the nature of the information concerned and the purposes for which it is processed.

We will keep recruitment information (including interview notes) for no longer than is reasonable, taking into account the limitation periods for potential claims such as race or sex discrimination (as extended to take account of early conciliation), after which they will be destroyed. If there is a clear business reason for keeping recruitment records for longer than the recruitment period, we may do so but will first consider whether the records can be pseudonymised, and the longer period for which they will be kept.

If your application is successful, we will keep only the recruitment information that is necessary in relation to your employment.



Your rights to correct and access your information and to ask for it to be erased

Please contact our Data Protection Team, who can be contacted on [datateam@jostrust.org.uk](mailto:datateam@jostrust.org.uk) or 020 3096 8100 (in accordance with applicable law) you would like to correct or request access to information that we hold relating to you or if you have any questions about this notice. You also have the right to ask Data Protection Team for some but not all of the information we hold and process to be erased (the 'right to be forgotten') in certain circumstances. Our Data Protection Team will provide you with further information about the right to be forgotten, if you ask for it.

### Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

### How to complain

We hope that our Data Protection Team can resolve any query or concern you raise about our use of your information. If not, contact the Information Commissioner at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113 for further information about your rights and how to make a formal complaint about the information we collect and hold

#### Part A

#### Up to and including the shortlisting stage

The information we collect	How we collect the information	Why we collect the information	How we use and may share the information
<b>Your name and contact details (ie address, home and mobile phone numbers, email address)</b>	From you	Legitimate interest: to carry out a fair recruitment process	To enable HR personnel or the manager of the relevant department to contact you to progress your application, arrange interviews and inform you of the outcome
<b>Details of your qualifications, experience, employment history (including job titles)</b>	From you, in the completed application form and interview notes (if relevant)	Legitimate interest: to carry out a fair recruitment process	To make an informed recruitment decision  The person making the shortlisting decision will receive pseudonymised oranonymised details only;

<b>and working hours) and interests</b>			if you are invited for interview, the interviewer will receive non-anonymised details
<b>Your name, contact details and details of your qualifications, experience, employment history and interests</b>	From you, in the completed application form and interview notes (if relevant)	Legitimate interest: to carry out a fair recruitment process	
<b>Your racial or ethnic origin, sex and sexual orientation, religious or similar beliefs</b>	From you, in a completed anonymised equal opportunities monitoring form	To comply with our legal obligations and for reasons of substantial public interest (equality of opportunity or treatment)	To comply with our equal opportunities monitoring obligations and to follow our equality and other policies
<b>Information regarding your criminal record</b>	From you, in your completed application form	To comply with our legal obligations	To make an informed recruitment decision
<b>Details of your referees</b>	From your completed application form	Legitimate interest: to carry out a fair recruitment process	To carry out a fair recruitment process Information shared with relevant managers, HR personnel and the referee

**Part B**  
**Before making a final decision to recruit**

<b>The information we collect</b>	<b>How we collect the information</b>	<b>Why we collect the information</b>	<b>How we use and may share the information</b>
<b>Information about your previous academic and/or employment history, including details of any conduct, grievance or</b>	From your referees (details of	Legitimate interest: to make an informed decision to recruit	To obtain the relevant reference about you

<p><b>performance issues, appraisals, time and attendance, from references obtained about you from previous employers and/or education providers</b> <input type="checkbox"/></p>	<p>whom you will have provided)</p>	<p>To comply with our legal obligations  Legitimate interests: to maintain employment records and to comply with legal, regulatory and corporate governance obligations and good employment practice</p>	<p>To comply with legal/regulatory obligations  Information shared with relevant managers and HR personnel</p>
<p><b>Information regarding your academic and professional qualifications</b> <input type="checkbox"/></p>	<p>From you, from your education provider from the relevant professional body</p>	<p>Legitimate interest: to verify the qualifications information provided by you</p>	<p>To make an informed recruitment decision</p>
<p><b>Your nationality and immigration status and information from related documents, such as your passport or other identification and immigration information</b> <input type="checkbox"/></p>	<p>From you and, where necessary, the Home Office</p>	<p>To enter into/perform the employment contract  To comply with our legal obligations  Legitimate interest: to maintain employment records</p>	<p>To carry out right to work checks  Information may be shared with the Home Office</p>
<p><b>A copy of your driving licence</b> <input type="checkbox"/></p>	<p>From you</p>	<p>To enter into/perform the employment contract</p>	<p>To make an informed recruitment decision</p>

You are required (by law or in order to enter into your contract of employment) to provide the categories of information marked '☐' above to us to enable us to verify your right to work and suitability for the position.

