



Digital Marketing Executive

COPPAFEEL!

Full Time

Hybrid Working, Boob HQ London

£27,000

About the role

CoppaFeel! is looking for a Digital Marketing Executive to join our marketing team.

The marketing team is responsible for ensuring that all young people are aware of the importance of getting to know your boobs across our annual awareness campaign, social media, PR and influencer activity - with our website and self check out sitting at the heart of our awareness raising and education activities. In this role you will manage the content and communication strategy for CoppaFeel!'s website, Self Check Out and Email. Putting the user at the heart of every decision, the role will produce high performing copy, develop and optimise user journeys, and share insights across the marketing, education and fundraising teams.

Our vision for this position is to create a best in class educational resource which is the go to destination for anyone wanting to get to know their chests. In addition to maintaining our relationships with existing supporters, we want to use our website to acquire new supporters, generate more engagement, achieve more frequent donations and encourage more people to share their stories and interact with our charity.

Alongside this there is scope for the successful candidate to work alongside the Head of Marketing to implement our streaming and gaming strategy to reach more young people with our health message.

The successful candidate will join a sector leading marketing function in a growing, ambitious and friendly team to play a key role in helping to ensure that all young people have access to our potentially life saving message.

About CoppaFeel!

CoppaFeel! exists to educate and remind every young person in the UK that checking their chest isn't only fun, it could save their life. We are the first breast cancer charity in the UK

to create awareness amongst young people, with the aim of instilling a new healthy habit that could one day save their life. We are a small team which, collectively, has one almighty big voice. We were founded out of a need to right wrongs, and when we hear of more people diagnosed late, or young people dying from this disease, we know there isn't a more powerful reminder to get up and out of bed every morning. CoppaFeel! is about more than discovering a cancer diagnosis. It's about empowering ourselves to be proactive about our own health and body, as well as our outlook on life. It's about knowing your body; knowing that if you do find something, you know what to do and if found early, you have many options. Put simply, breast cancer does not need to be detected late, and as long as we are here and continue to receive the support of our amazing community, we will do all we can do make sure this doesn't continue to happen.

POSITION IN ORGANISATION

Managed by Head of Marketing

DUTIES AND RESPONSIBILITIES

- Management of CoppaFeel!'s website (with support of our development agency) including updating pages, managing the website blog, resolving any technical issues and optimising the site for search.
- Management of the team's requests for new pages, forms, posts and features.
- Evaluation of the site's performance including traffic, search impressions and performance.
- Management of CoppaFeel!'s Self-Checkout tool (with support of our development agency).
- Support our media agency with the delivery of PPC campaigns driving traffic to the website and Self-Checkout.
- Manage the email reminders for the Self-Checkout on Campaign Monitor, regularly updating them and maintaining the email flows.
- Explore new ways to optimise the website for search and make regular SEO improvements.
- Support the Head of Marketing on the development of a streaming and gaming initiative that helps to reach 18-24 year-olds within the space.
- Management of monthly data deletion.
- Regular writing and publishing of brazette (blog) content with organisational news, information and topical content.
- Monthly Boob Mail newsletter (including creative and copywriting and management of lists and subscribers)
- Build relationships with key agencies / individuals / networks

- Stay informed of upcoming trends and developments and identify opportunities to reach our target audience on new, emerging platforms

General Duties Of CoppaFeel! Team Member

- To work cooperatively and effectively with colleagues to ensure CoppaFeel! achieves its annual strategy
- Update database with relevant contacts
- To assist in identifying and highlighting key external trends which are relevant to the Charity's operation and provide relevant advice
- To participate, as appropriate, in staff forums and meetings
- To adhere to CoppaFeel!'s Policies and Procedures
- To be flexible with working hours and be willing to work weekend hours where appropriate (i.e. fundraising events) where time off in lieu will be rewarded
- To carry out other tasks as required by the CEO occasionally

SKILLS, KNOWLEDGE & PERSONAL ATTRIBUTES

This role will suit you if you have the following skills:

Essential skills/ experience:

- Experience managing a Wordpress site or a similar CMS
- Experience supporting paid media PPC campaigns (will be supported by 7Stars)
- Experience optimising a site for SEO (can be supported by 7Stars)
- Excellent attention to detail
- Excellent copywriting skills and a strong understanding of CoppaFeel!'s tone of voice
- Experience managing email / CRM campaigns
- Strong verbal communication skills for articulating ideas to colleagues and interpreting their needs
- Able to work independently and proactively with the drive to see an idea through to execution
- Experience building relationships with a range of stakeholders
- A strong design eye with lots of attention to detail
- Love working in a fast paced and vibrant environment
- Organised and able to manage conflicting priorities and deadlines.
- Not afraid to wear a boob costume (!)

Desirable

- Coding experience
- Email software management
- Adobe Photoshop and/or InDesign
- Understanding of streaming and gaming platforms

MAIN BENEFITS, TERMS AND CONDITIONS

22 days annual leave (excludes public holidays)

1 day of leave on our Founder's Cancerversary

Office closure over Christmas

TOIL: Awarded for any weekend events

Active Fund: Up to £40 can be expensed per month for gym membership or classes

Employee Assistance Programme: Advice and support offered by an external body

Access to Self Space training and 1:1 therapy

Daily flexi time: 8.5 hour day, starting any time between 8am and 10am

Working from home: Up to 3 days per week

Treats Cupboard: It is always full of biscuits, pop chips, fancy tea bags, instant coffee, sometimes posh coffee and haribo.

Freebies: Every now and again our partners and donors feel we need a boost and kindly donate some merch. Everyone loves a freebie, right?

Training: We have a budget each year for employees to make the most of and find training programmes of interest to them

We strongly encourage applications from Black and people of colour, LGBTQIA+ candidates, candidates with disabilities, from men, and from those with a lived experience of cancer, because we would like to increase the representation of these groups within our team.

If you have any accessibility requirements or need any adjustments for the interview process please get in touch.

CoppaFeel! is a #ShowTheSalary employer.