

## **CoppaFeel!**

### **Job Description**

#### **Digital Marketing Executive**

**Salary: £30,000**

**Full time/37.5 hours**

**Location: CoppaFeel! HQ, London (hybrid working), 2 days a week in office**

### **About the role**

The Digital Marketing Executive is an exciting new role within the Marketing team at CoppaFeel! and will play an essential part in supporting our 3-year organisational growth strategy. You will be fundamental in achieving our mission of diagnosing all breast cancers early and accurately by supporting us to raise awareness amongst our 18 - 24 year old audience.

In this role you'll work closely with our Digital Marketing Manager to help deliver our digital marketing strategy. You will be responsible for updating CoppaFeel's website content, inline with insight and SEO recommendations, and the execution of our monthly email newsletter. Putting our 18 - 24 year old audience at the heart of every decision, in this role you will produce high performing copy, develop and optimise user journeys, and share insights across the marketing, education and fundraising teams. You will work with both external agencies and internal teams to achieve this.

The right candidate will be proactive, creative and organised, as well as being fully immersed in youth culture and digital trends. Ultimately you will have a real desire to make a difference.

### **About CoppaFeel!**

CoppaFeel! is the UK's only breast cancer awareness charity for young people. Our mission is to ensure all breast cancers are diagnosed early and accurately by educating young people on the signs and symptoms of breast cancer, encouraging them to check and empowering them to speak to their GP if they notice something unusual.

### **Position in organisation**

- Sits within the Marketing team
- Reports to Digital Marketing Manager

- Works closely with the Social Media Manager

### **Duties and responsibilities**

- Updating CoppaFeel's website, in line with the Digital Marketing strategy, supporting on blog content, form creation, features and SEO updates.
- Support the Digital Marketing Manager in pulling monthly reporting of the site's performance including traffic, search impressions and wider performance using GA4, Google Search Console and SEMrush.
- Copywriting and publishing of blog content aligned with Digital Marketing strategy and SEO recommendations, working closely with the Education Team on our healthcare content.
- Supporting the digital marketing manager with keyword research and analysis to optimise and make recommendations to website content.
- Monthly CoppaDrop newsletter creative and copywriting in line with CoppaFeel's newsletter strategy.
- Deliver best in class community management supporting the social media manager, engaging with CoppaFeel's community and encouraging interaction.
- Assist in the design and formulation of effective paid campaigns across digital paid media and social channels.
- Identify digital trends and insights into our core target audience of 18-24 year olds, especially with regards to digital paid media engagement.
- Creation and management of UTM links and QR codes across departments.

### **Skills, knowledge & personal attributes**

#### **Essential**

- Proven working experience in digital marketing or similar role (1 year+) (paid social, paid search, email marketing).
- Experience in running email campaigns and use of email software such as Campaign Monitor, MailChimp, Adestra etc.
- Strong knowledge and experience of CMS and digital platforms including WordPress, SEMrush, Google Tag Manager.
- Strong knowledge of website analytics and reporting tools e.g. GA4, Google Search Console, Looker Studio.

#### **Desirable**

- Evident understanding of 18 - 24 year old target audience.
- Evidence of inspiring creativity.
- A data driven and analytical approach who is always looking at how journeys can be streamlined or optimised.
- Strong copywriting skills and experience in creative content writing for SEO.
- Strong communication skills and the ability to thrive in collaborative environments.

## **Main benefits, Terms & Conditions**

Annual Leave: 22 days pro rata (plus public holidays). Additional Leave: 1 day of leave on our Founder's Cancerversary, birthday leave, plus office closure over Christmas.

Notice Period: 2 months.

A hybrid of office and flexible, working Daily Flexi Time: starting anytime between 8am and 10am. Working from home up to 3 days per week. Training: We have a budget each year for employees training and development plans.

Wellbeing Fund: Monthly fitness bursary of up to £40 per month for gym membership or other classes, Employee Assistance Scheme: Advice and support offered by an external body. Access to our mental health support programme - 'Self Space' training and 1:1 therapy.

Treats Cupboard: full of biscuits, fruit, crisps, fancy tea, coffee, and snacks. Freebies: Every now and again our partners and donors kindly donate some of their products. Expenses: Travel for events and food during events will be reimbursed.

## **How to apply**

Please complete the application form on our website and submit your CV with a covering letter explaining how you meet the Job Description and why you would make a great candidate for this role. Applications will close at 5pm on Monday 19th August 2024. Please note that shortlisting and interviews may take place on a rolling basis and we encourage early application. Let us know if you have any accessibility requirements or need any adjustments for the interview. If you have any questions about the role, please feel free to contact [marketing@coppafeel.org](mailto:marketing@coppafeel.org).

## **Equality, Diversity & Inclusion Statement**

At CoppaFeel! we support a diverse range of communities and we understand that effective recruitment is central and crucial to meeting the needs of our beneficiaries. We particularly welcome applications from people identifying with a minority ethnic background, LGBTQ+ candidates, candidates with disabilities, and from men, because we would like to increase the representation of these groups within the charity. We promote equality, diversity and inclusion in our workplace and make recruitment decisions by matching the charity's needs with the skills and experience of candidates, irrespective of age, disability (including hidden disabilities), gender, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or

belief, or sexual orientation. We recognise the value in encouraging a diverse range of perspectives, skills, experience and knowledge at the charity.