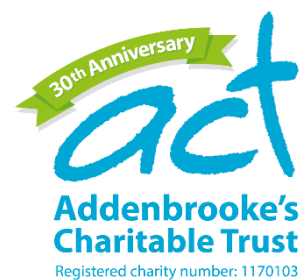


Addenbrooke's Charitable Trust (ACT)



JOB DESCRIPTION

Job Title:	Digital Marketing and Content Officer
Hours:	37.5 hours per week
Term:	Full time, fixed term of 12 months
Location:	Cambridge/Hybrid
Reports to:	Digital & Online Communications Lead
Salary:	£28,000 - £32,000 (depending on skills and experience)

A bit about us

Addenbrooke's Charitable Trust (ACT) is dedicated to making Addenbrooke's and the Rosie hospitals even better. Our current five-year strategy is ambitious, with goals to continue growing core and unrestricted income to support our existing hospitals, and secure philanthropic support for two new once in a lifetime capital projects – Cambridge Cancer Research Hospital and Cambridge Children's Hospital.

Addenbrooke's already has some of the best doctors and nurses in the world, delivering expert care locally, regionally and nationally, and contributing to some of the most important biomedical research in the world today. But we also want the best equipment for diagnosis, the best tools for surgery, and the best research to understand how to treat people, all in the best possible environment. In short, we want to make our hospitals even better.

Everything we do – from saving lives, improving outcomes, and transforming diagnoses to bringing comforts that ease a patient's stay in our hospitals – is thanks to investment. Investment in life-changing research, cutting edge technology, improvements to the hospital environment and staff welfare. And all this happens thanks to donations from patients and their families, members of the public, businesses, charitable trusts, foundations and philanthropic individuals.

We simply couldn't do what we do without this support. And what we fund goes above and beyond what the NHS can provide; the additional resources that are so important to the diagnosis, treatment and care of patients. And it's about staff too. Investing and supporting the excellent hospital staff, whether that's through welfare rooms, supporting groups, or wellbeing packs, is incredibly important.

Addenbrooke's and the Rosie, Cambridge Children's Hospital and Cambridge Cancer Research Hospital will together form an outstanding healthcare hub, surrounded by the expertise of the Cambridge Biomedical Campus. Here in Cambridge, we're fundamentally revolutionising the landscape of healthcare.

About the role

This is a fantastic opportunity to work for one of the top NHS charities in the country. We want someone who is excited about creating powerful content and delivering impactful digital marketing

and communications to support one of the best hospitals in the world, and to fundraise for two brand new hospitals, the Cambridge Cancer Research Hospital and the Cambridge Children's Hospital.

Working closely with the wider Communications team you will bring your technical skills and creative experience to create impactful, audience-led content for use across our digital marketing channels and PR and media activity, and to support marketing across our social media channels, website and monthly supporter emails.

We're looking for someone who is creative, capable and happy to get stuck in, and passionate about making a difference for a fantastic cause.

About the team

The Communications team aims to increase awareness of the charity, communicate its impact to both the public and the hospital community, and generate engagement with our fundraising activities, with the goal of building our brand and increasing income for the charity.

The team consists of a Digital Communications Lead, a PR and Communications Lead, a Marketing Communications Lead and a Communications and Stakeholder Engagement Lead and is led by a Head of Marketing and Communications.

This role reports to the Digital Communications Lead but will work closely with all of the Communications team. You will work collaboratively with other teams in the charity, in particular the Community Fundraising and Philanthropy teams, as well as engaging staff within the hospital.

Core duties

Key responsibilities

Content

- Identify, source, develop and produce engaging content for use across our digital platforms and in support of our PR activity, that drives engagement with our fundraising activities and builds the ACT brand with existing supporters and new audiences
- Content includes photography, creating/editing videos, writing copy tailored to a given audience, creating designs using Canva, and needs to be audience-centric, on brand and impactful to ensure it delivers the objectives set for a given piece of communication
- Brainstorming content ideas for fundraising products/events/activities and brand building marcomms with the Communications team
- Logging content needs and status updates on the marcomms request planner
- Setting up and managing a content spreadsheet for use by all teams so that everyone is aware of what content is being collected and how it's being used
- Working with the charitable expenditure team, obtain impact reports about funding of projects, equipment or research to summarise in lay terms for news stories on the website and press releases, and to use as content for socials
- Contacting fundraisers, clinicians and other stakeholders for photos, interviews and quotes, or to feature on our monthly radio show
- Downloading transcripts from interviews and transcribing interviews

- Logging where content has been used from a PR and media perspective on our story coverage tracker

Social media

- Day to day community management of our organic social media channels, responding to and engaging with comments in line with the brand tone of voice
- Supporting planning and scheduling of content across all social channels, working with fundraising teams to gather and shape content for fundraising focused posts
- Using analytics to provide regular reporting on performance, capturing insights and making recommendations
- Supporting the Digital Communications Lead with our paid social media campaigns

Website

- Supporting with website edits and updates via our CMS (WordPress)
- Working with the Digital Communications Lead and fundraising teams to ensure a consistent brand and campaign experience and journey from our offline and digital marketing activity to our webpages and conversion point (Enthuse)
- Supporting with web analytics and identifying insights to improve user experience and web content
- Working with our web agency to brief and deliver updates as required

Emails

- Working with the Digital Communications Lead to plan and gather content for the monthly supporter emailer
- Drafting copy for the monthly emailer for Digital Communications Lead to review/approve
- Creating the emailer in MailChimp

Additional tasks

- Sorting and tagging photos on our image library Filecamp
- Looking after the consent process – ensuring relevant consents are obtained and forms uploaded to SharePoint on a timely basis
- Helping to monitor PR and media impact on CISION
- Updating newspaper contacts on our media contacts spreadsheet
- Any other reasonable task as may be identified as necessary by the Digital Communications Lead, or Head of Marketing and Communications from time to time.

General corporate requirements

- To adhere always to ACT's policies and procedures as varied from time to time.
- Undertake not to reveal to any person or entity any confidential information relating to donors, patients and employees, policies, processes, and dealings and not to make public statements relating to the affairs of ACT without prior authority of the Director of Fundraising or CEO
- To ensure the effective and efficient use of ACT's resources
- To ensure that all duties are carried out to the highest possible standard.

- To be aware of individual responsibilities under the Health and Safety at Work Act (1974)
- To respect the confidentiality of all matters learned in the course of employment and respect the requirements of the Data Protection Act (1998)
- To work in line with the Fundraising Regulator Code of Practice and other relevant legislation and guidance
- To ensure due regard is given to customs, values and spiritual beliefs of supporters, patients, carers, and their relatives.
- To participate in team meetings, planning and any corporate development activities and initiatives as may be identified from time to time.
- To undertake any other reasonable task as may be identified as necessary by your line manager, or by the senior management team from time to time.

The job description outlines the duties required of this post to indicate the level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time which do not change the general character of the job or the level of responsibility outlined.

Person specification

Essential	<ul style="list-style-type: none"> ✓ Experienced in managing content, posting and community engagement on social media channels (Facebook, Instagram, LinkedIn, X, TikTok) ✓ Confident in copy writing and editing copy targeted to different audiences and for different channels ✓ Experience of using a social media management platform, e.g. Hootsuite ✓ Experience of using a CMS, ideally WordPress ✓ Photography/videography skills – confident taking photos on a mobile phone camera and filming content on a mobile ✓ Experience of using brand guidelines and tone of voice and applying these when creating content ✓ Experience of working with a range of stakeholders ✓ Responsive and able to work to tight deadlines ✓ Organised and an excellent attention to detail ✓ A creative thinker ✓ Good interpersonal skills
Desirable	<ul style="list-style-type: none"> ✓ Minimum of three years' experience in digital marketing and communications ✓ Able to take photos using an SLR ✓ Experience of using Canva ✓ Skilled at video editing ✓ Experience of and a level of confidence in interviewing people for content ✓ Experience of using an email marketing platform ✓ Experience of working with digital/creative agencies ✓ A working knowledge of the charitable sector ✓ A marketing and communications qualification ✓ Experience of marketing and communications within an NHS or healthcare setting

APPLICATION PROCESS

Please send your CV and a covering letter explaining why you are a good fit for the role to hr@act4addenbrookes.org.uk

The closing date for applications is **Sunday 26th October 2025**, however we reserve the right to close this vacancy once a sufficient number of applications have been received or a successful candidate is found.



We strongly encourage candidates of different backgrounds and identities to apply. Each new team member is an opportunity for us to bring in a different perspective, and we are always eager to further diversify our charity.



ADDENBROOKE'S CHARITABLE TRUST

CURRENT EMPLOYEE BENEFITS

- Pension Scheme
- Group Life Assurance @ 4 x Salary
- Enhanced Maternity and Paternity Pay
- Annual Eye Tests + £65 (towards Computer Use Glasses)
- Leisure Centre on site
- NHS Discount Schemes
- Health Cash Plan - Medicash
- Employee Assistance Programmes
- 25 days of Annual Leave + Bank Holidays
- Your Birthday off
- Cycle 2 Work Scheme

Team Structure

