



Job Description

Title	Digital and Marketing Coordinator
Reporting to	Head of Operations
Salary	£25,000
Contract	Permanent
Hours	35 Hours per week
Annual Leave	25 days holiday plus 10 public holidays (per annum)
Office Base	Gyle, Edinburgh, Travel throughout the UK may be required at times.

About Make Seconds Count

Make 2nds Count is dynamic and growing organisation dedicated to giving hope to women and men living with secondary breast cancer.

We do this by raising awareness and funding medical research that will contribute to advancing an improved quality of life for patients. Our community programme supports patients and families affected by this incurable disease.

Make 2nds Count is supported by an enthusiastic and motivated group of individuals who help us make our vision a reality. Our team includes our staff team based in our offices located in Edinburgh, a dedicated group of volunteers, patient champions and our board of trustees.

Secondary breast cancer, also known as metastatic, advanced or stage IV breast cancer, is a cancer that has spread beyond the breast to other parts of the body. Parts of the body affected are usually the bones, liver, lungs, brain or the skin.

Make 2nds Count is a registered charity number SC048268





Secondary breast cancer can be treated but it cannot be cured. Treatments aim to control and slow down the disease to enable patients to have the best possible quality of life for as long as possible.

About the Role

We are looking for a dynamic and experienced marketing coordinator, to be responsible for overseeing all copywriting and lead on our digital marketing to help us to reach new audiences across the digital and marketing mix.

You will be passionate about the power of digital and experience of working within the health sector would be advantageous. With proven experience of copywriting, managing website content, SEO, social media and PPC campaigns and an understanding of evaluation tools such as google analytics.

Duties and responsibilities

- Responsible for overseeing all copywriting and proofreading across the various departments within the organisation.
- Help develop brand strategy, including the monitoring of brand guidelines, brand vision and value proposition of our brands
- Planning and execution of all communication, promotion and media actions on all channels both online and offline.
- Digitally market and promote our programmes, events and campaigns to raise awareness of Make 2nds Count, help widen our reach, attract funds and gain further support.
- Lead on social media engagement and act as the first point of contact for comments and direct messaging.
- Work with our agency partners to ensure consistent, personalised and engaging user journeys across all digital channels including offline integration to include website and CRM development, performance tracking and roadmapping, Search engine mapping, retargeting on social media (Facebook, Instagram and Twitter).
- Where possible, assist with general marketing activities e.g., writing & editing copy, publishing & promoting content, advising on digital design direction etc
- Support the operational team design the monthly newsletter, website updates and content creation.
- Actively engage with new influencers and bloggers who fit within the charity ethos of Make 2nds Count to help raise awareness of secondary breast cancer and the profile of the charity.

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Personal Profile

	Essential	Desirable
Knowledge, training & qualifications		
SCQF Level 6 qualification or above in a relevant field, e.g. Digital Marketing, Admin Higher / SVQ3 / HNC	•	
SCQF Level 7/8 qualification or above in a relevant field, e.g. Digital Marketing, Admin Advanced Higher / SVQ3/4 / HND		•
Career Experience		
A minimum of two years work experience in a digital marketing coordinator or similar role.	•	
Experience in a digital marketing agency or organisation	•	
Experience of working for a national charity or membership based organisation		•
Specialist Knowledge/Experience		
Understanding of photo shop or something similar	•	
Experience of word press or something similar	•	
Experience of Google Workspace		•
Experienced in data collation and reporting	•	
Experience of using CRM database systems or similar software packages		•
Skills/Aptitudes/Potential		
Excellent copywriting and proofreading skills	•	
Excellent written, typing and verbal communication skills	•	
Good organisational skills with an ability to prioritise tasks	•	
Able to contribute to a professional, highly motivated and hard working team	•	
Flexible approach to work	•	
Ability to plan, meet targets with minimum supervision, use initiative and make decisions		•
Personal Circumstances		
Ability to work limited unsociable hours (approx. four weekends per year and four evenings per year planned well in advance)	•	