



WE DELETE BLOOD CANCER

JOB DESCRIPTION

Job Title: Content Creator	Department: Marketing & Communications
Responsible to: Head of Marketing & Comms	Direct Reports: None
Location: Chiswick	Salary: £39,200 - £42000

PURPOSE

DKMS UK is in search of a proficient and imaginative Content Creator with expertise in film and images, as well as website management and development, to become a valuable addition to our team. The ideal candidate will play a pivotal role in producing engaging visual content and working closely with the Digital Marketing Officer to elevate our online and offline presence and bolster efforts in recruiting donors and fundraising.

Marketing & Communications Department

The Marketing & Communications Department leads DKMS UK's strategy and plans in changing the public perception of the organisation and its vital work in giving second chances at life to people with blood cancers and blood disorders. The department ensures that the DKMS brand is enhanced amongst the public in the UK, with the goal of raising awareness and motivating people to register as potential blood stem cell donors, raising funds and/or support our work in other ways such as volunteering.

The department provides potential donors with regular, relevant communication to engage and motivate them over the long-term to be available and prepared if and when a stem cell donation is needed. Alongside this, the team supports other departments to promote their activities and initiatives.

KEY INTERNAL AND EXTERNAL RELATIONS

Internal

- Head of Marketing & Communications
- Communications Manager
- Other Members of Senior Leadership Team
- Colleagues in the local and global Comms Team
- Colleagues in the IT Team

External

- Freelancers
- Website Support Agency
- DKMS Volunteers
- Patients and Patient Families
- DKMS Donors



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KEY RESPONSIBILITIES

- Develop and implement a comprehensive visual content strategy in alignment with DKMS UK's mission and objectives.
- Ideate, film, and edit high-quality videos and images tailored for diverse platforms, including social media, the website, and promotional materials.
- Work closely with the Communications Manager to ensure a consistent brand presence (in words and images).
- Collaborate with the Digital Marketing Officer to oversee, write and update the DKMS UK website content, ensuring content accuracy, relevance, and a seamless user experience.
- Work closely with the Digital Marketing Officer to seamlessly integrate visual content into digital marketing campaigns and initiatives.
- Work with industry-standard software, such as Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator), for content creation, and utilize web development tools to manage the DKMS UK website.
- Curate and uphold a well-organized library of visual assets, ensuring accessibility for various teams across the organization.

OTHER DUTIES

- To attend at least one donor recruitment and fundraising event per year.
- Support team in occasional social media monitoring via the out of hours social media monitoring rota.
- To be current and knowledgeable about blood stem cell donation and the DKMS global and national mission, goals and brand propositions to its various target audiences.
- To meet with the Communications Manager and Head of Marketing and Communications for regular supervision and appraisal.
- To keep up to date with developments in stem cell donor recruitment/registration and transplantation.
- To comply with the organisation's health and safety, confidentiality, data protection and other policies, including the Human Tissue Authority and NHS Blood and Transplant standards.
- To promote equality of opportunity and anti-discriminatory practices.
- Any other duties deemed appropriate by the Head of Department, subject to time and commensurate with level of responsibility and salary.

PERSON SPECIFICATION

It is not expected that the successful candidate will necessarily have experience / competency in all the areas highlighted below. Support and training will be provided.

Knowledge. Experience. Expertise

- Educated to degree level ideally in marketing, media studies, mass communication, journalism, English or creative writing
- Demonstrated expertise in content creation, boasting a robust portfolio highlighting adeptness in film and image production.
- Keen comprehension of storytelling aligned with branding, coupled with the skill to transform brand guidelines into visual content.
- Superb communication and collaboration prowess, capable of working closely with cross-functional teams.



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It is desirable, but not essential, also to have the following:

- Familiarity with the healthcare or non-profit sector would be advantageous.
- Versed in the use of CMS (preferably Kentico), with basic HTML skills providing an added edge.
- Proficiency in SEO; hands-on experience in optimizing websites and utilizing tools to enhance search rankings is a positive attribute.
- Knowledge of executing PPC and Google AdWords campaigns.
- Expertise in utilising social media for professional purposes, such as Twitter, Facebook, Instagram, YouTube, and proficiency in social media management tools.
- Understanding of social media advertising is a valued skill.

Skills and abilities

- Ability to plan well, work to deadlines, prioritise tasks and cope with pressure at times and work on own initiative.
- Able to juggle hands on delivery and reviewing work of others.
- Propensity to learn new applications quickly and to a high level of competence.
- Creative thinker.
- Attention to detail
- Excellent IT skills including knowledge of the Microsoft Office suite essential and experience in Adobe Cloud and other creative software.
- A proactive, flexible and friendly manner, with an ability to build and maintain strong, mutually respectful relationships with internal colleagues and external partners, as well as good team-working skills.
- Passionate and driven in striving to support DKMS' mission.

* The role involves some national and international travel for the purposes of attending marketing/campaign related meetings and events, and as part of DKMS group-wide activities.

The role will also require out of office and weekend monitoring of DKMS' social media as part of an agreed rota with colleagues across the department.

Conditions of Employment

- 37.5-hour week, Monday to Friday (9am – 5pm).
- 25 days' holiday per annum (plus public holidays), increasing after two years' service by one day per year, up to a maximum of four additional days per year (ie, a total entitlement of 29 days per year after five years of service).
- DKMS pension scheme – automatic enrolment contribution rate: 3% employee, 5% employer.

Benefits

- Corporate Eye Care Scheme
- Cycle to Work Scheme
- Season Ticket Loans
- Further information on staff benefits are covered on the DKMS website.