



Article

Junior Digital Marketing Officer

NRAS is looking for a self-motivated and creative individual with a keen interest in digital marketing, in particular, video content creation and design, who can contribute to the charity's marketing and communications strategy. Reporting to the Senior Digital Marketing Officer, this role is ideal for someone with 1-2 years of experience in social media marketing and content creation.

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Job title:	Junior Digital Marketing Officer
Rate of Pay:	£21,000
Hours:	Full-time (35 hours/week)
Location:	Beechwood Suite 3, Grove Park Industrial Estate, White Waltham, Maidenhead, Berkshire, SL6 3LW. A combination of office and remote working is possible.
Reporting to:	Senior Digital Marketing Officer
Closing date:	4th December 2023

We're a leading health charity in the field of rheumatology based in Maidenhead, Berkshire seeking a Digital Marketing Office to join our team to help create and grow our online and digital presence.

Key Responsibilities

- Filming and editing video content for our social media platforms and our websites.
- Designing creative assets for use on our social media platforms and our websites.
- Help manage and plan social media posts ensuring consistency and timely delivery across our platforms, namely Facebook, Twitter, Instagram, TikTok, LinkedIn and HealthUnlocked.
- Creating reactive social media and engaging with our audience whenever possible.
- Managing day-to-day updates on our two websites using WordPress ensuring our online content is up-to-date at all times (full training will be given).
- Ensuring our internal website ticketing database is up to date and organised.
- Working with the Digital Marketing team to manage day to day social media posts and website updates.
- Provide technical support on NRAS Live sessions, which are broadcast live once a month.
- Occasional evening work included (this can be claimed back as TOIL).
- Repurposing NRAS Live content into social media reels and short form video.
- Identify and build relationships with social media influencers in order to promote NRAS'

messages and services through them.

- Assisting the Digital Marketing team with key digital projects and in carrying out any other relevant duties as required.
- Assist in creating and managing the social media strategy for larger campaigns, ensuring all campaigns are being promoted at the appropriate time and according to the marketing plans.
- Creating and monitoring social media paid advertising.

Essential Skills

- 1-2 years experience in video editing using Adobe Premiere Pro (or similar).
- 1-2 years of Social Media Management experience.
- Self-motivated, innovative and flexible.
- Team player but also be able to work on own initiative.
- Keen interest in digital marketing.
- Excellent communication and organisational skills.
- Basic copywriting skills
- Experience using the Adobe Creative Suite, particularly Adobe Photoshop, Illustrator and InDesign.

Preferred (but not essential)

- Knowledge of paid social media advertising.
- Previous experience of using Salesforce, WordPress, SproutSocial, and Form Assembly.
- Candidates applying for this role are not required to have pre-existing knowledge of RA or JIA to be eligible for this role. Full training will be provided during induction.
- Whilst this position does not require frequent off-site work, the post holder may occasionally be required to travel and work out of hours, representing the charity at external events.

How to apply

If you wish to apply, please submit your current CV and a cover letter to samg@nras.org.uk using the subject line, 'Junior Digital Marketing Officer Role'. When writing your cover letter, please ensure that you provide specific examples to demonstrate your competencies, achievements and skills addressing the specific criteria set out. We recognise that some of your experience may be from unpaid roles as well as paid employment – please include any voluntary work if it helps to show why you are the right candidate for the job. Any previous video and design work you can show will also be beneficial.

Applications close on 4th December

NRAS in 2023

- 0 Helpline enquiries
- 0 Publications sent out
- 0 People reached

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