Job Description
Creative and Digital Marketing Specialist

Reporting to: Creative and Digital Marketing Specialist
Location: Remote, anywhere in the world
Hours: Part time, ~30-40 hours a month
Duration of role: 6 months Sept 2022 - March 2023 (flexible)

Most childhood cancers are curable. We know this because survival rates in the high income countries like the USA and UK regularly top 80%. But for children in low and middle-income countries, the prognosis is bleak. With their chance of survival falling as low as 10%. Did you know that every three minutes a young life is lost to childhood cancer.

The solution? It already exists. The challenge is making sure that every child gets the diagnosis, treatment and care they need. Yet in many countries, public and professional awareness of childhood cancer is dangerously low. Opportunities for early diagnosis are missed. Referrals are delayed. And there are not enough health workers with the specialist skills to diagnose and treat the disease.

It is children and families that pay the price.

Determined to balance this inequality, World Child Cancer works with local, regional and international partners in some of the world’s poorest countries to improve the treatment, early diagnosis, family support and advocacy.

World Child Cancer is a small yet fast-growing, ambitious international charity that has maintained a year on year growth in its income since its creation in 2007.

When working with World Child Cancer, you will have the chance to:

- Work in a small charity, gaining insight across all our work.
- Communicate with colleagues worldwide to bring to life World Child Cancer’s work.
- Work within a small, experienced team, gaining experience and knowledge in Marketing and Communications.
- Develop your written and verbal communication skills.

www.worldchildcancer.org
KEY TASKS

World Child Cancer is looking for a creative self-starter to take on a six-month position to showcase our work across digital platforms and to create compelling content that gets us seen and noticed in ways that matter.

Key responsibilities:

- Designing and create impactful, on-brand content for various marketing collateral, social media, mailers etc. using Canva and Photoshop
- Updating and editing video content and managing our stock of videos and photography, helping organise the shared drive.
- Working with the Communications & Marketing team to devise creative content ideas to grow our engagement across digital platforms.
- Working with the team to build social media campaigns like ‘Child Cancer Month’, ‘Season of Giving’ etc.
- Understanding the importance of empowering and ethical representation in communications.
- Researching ways of engaging with new communications partners including social media influencers and celebrities.
- Supporting team members with ad hoc administration duties

Person Specification

World Child Cancer is looking for an individual with the following:

- Ideally 4 years’ experience in digital marketing
- Excellent spoken and written English
- A can-do attitude and proactive team-approach to work
- Confident communicator with a good video/telephone manner
- Ability to conduct research and work independently
- Experience or interest in social media
- A creative approach to design and communications
- Ability to manage your time efficiently with a varied workload
- Interest in developing a career in international development
- Experience of using industry standard IT systems (e.g. Microsoft Office, Email, Internet etc.)

Next Steps

If you are interested in this position, please send your CV to divya.sachdev@worldchildcancer.org with ‘Creative and Digital Marketing Specialist’ in the subject. All applications will be considered upon receipt on a rolling basis. Due to the high volume of applications we receive, we will not be able to respond to them unless you have been shortlisted. Thank you for understanding.