



Job Description

Job title: Digital Marketing Executive	Salary: £27,000 - £30,000 (depending on experience)
Hours: Full time, 9am to 5pm	Location: Minimum of three days in the office
Reports to:	Holiday: 25 days holiday plus bank holidays and additional days over Christmas

Charity overview

Spread a Smile brings joy and laughter to seriously ill children in NHS hospitals and hospices across the country. Through in-person and virtual visits and events, Spread a Smile's entertainers – from magicians to musicians, artists, fairies and therapy dogs - enhance wellbeing and help young patients and their families cope with the pain and anxiety of serious illness and hospitalization. You will join Spread a Smile during an exciting period of growth and development as we fulfil our goal of providing our unique support to our families, while delivering research that evidences the impact of our work.

Job purpose:

We are looking for an organised, enthusiastic, and experienced Digital Marketing Executive with a passion for social media and marketing to join the Spread a Smile team.

Reporting to the Head of Marketing, you will help to deliver our marketing strategies and day-to-day output across our digital platforms including social media, website and e-comms and our Smile TV online viewing channel for families.

You will play a key role driving social media growth with responsibility for developing and posting creative content and managing interactions across our social media platforms, ensuring that we remain consistent in terms of brand and tone. You will have an excellent understanding of and passion for social media (TikTok, Instagram, Facebook, X and LinkedIn), uses, trends and development.

You will provide marketing support across the Fundraising and Services team, including producing marketing/fundraising materials and literature, appeals and events collateral (services and fundraising related), case stories, PR activity, and supporting management of our photo / film libraries and brand.

You will be brilliantly organised, and comfortable working across a wider team, juggling multiple projects at a time. You will be willing to go the extra mile to help us reach new audiences and achieve our strategic aims.

Spread a Smile, Uncommon, 25 Horsell Road, London N5 1XL
T: 020 7482 5191 E: info@spreadasmile.org W: www.spreadasmile.org

Spread a Smile is a company limited by guarantee and is registered in England and Wales under Company No: 8443236
Registered Office: Spread a Smile, 51 Chalk Farm Road, London NW1 8AN Registered Charity No: 1152205



Key responsibilities and duties:

- Responsible for the day-to-day output of our social media content across Instagram, Facebook, X, TikTok and LinkedIn (we use Hootsuite). Scheduling, writing and producing content (including reels), responding to comments and messages etc.
- Leading on the development of our TikTok channel, delivering engaging content and plans to grow this platform in particular. Also mirroring for Instagram too.
- Managing our Linktree platform (Instagram) and exploring other suitable platforms and reporting for socials.
- Supporting the Head of Marketing to develop social media strategies and growth plans, identifying new audiences, influencer targets, creative content, trends, and PR/marketing opportunities and exploring sponsorship and advertising.
- Using Canva to create social media content, charity materials and videos/reels.
- Responsible for the day-to-day upkeep and update of the Spread a Smile website, making amends and creating content as required.
- Supporting the Head of Marketing on wider website development and marketing strategies.
- Responsible for creating monthly supporter e-newsletter in Mailchimp, regular family e-newsletters (4 per annum) and other e-comms, (with Head of Marketing leading on content strategy), helping to ensure schedules for delivery are agreed and adhered to.
- Working with the Head of Marketing to maintain brand quality control, ensuring brand guidelines and support materials are up-to-date and accessible to the whole team.
- Researching and exploring marketing and promotional initiatives and avenues such as Google Ads, PPC, Instagram / Facebook promotions / sponsorship / ads etc.
- Managing Google Analytics and communications tracking, producing monthly reporting on marketing activity using agreed reporting template, including website activity, e-comms performance, social media performance and growth and audience analysis.
- Liaising with external designers as required on charity collateral and managing relationships with printers, obtaining relevant quotes and ensuring costing clarity.
- Supporting the Head of Marketing and wider fundraising team on fundraising appeals and events, helping to deliver relevant collateral, promotional strategies and communications and supporting fundraising relationship requirements as needed (i.e. website news stories etc).
- Working closely with the Head of Marketing and Services team to support marketing requirements for the Services and family events, including delivery and production of materials, visiting hospital partners to take good quality photos and film content etc.
- Attending our Family events as required to support with photos and marketing content.
- Helping to maintain our photo library and ensuring good management systems.

General:

- Work in accordance with the organisation's Vision, Mission and Values and all policies and procedures
- Support a culture of care for the team, volunteers and the families that we work with, including appropriate responsibility for safeguarding. Follow the organisation's safeguarding policy and procedures at all times
- Contribute to the culture of the organisation, actively supporting wider organisational activities including attendance fundraising events.

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Person Specification

Experience	Essential (E) Desired (D)	To be assessed via CV	To be assessed at interview
Experience managing, developing and growing social media platforms (Instagram, Facebook, X, TikTok and LinkedIn), creating written and visual content from scratch and with an energy and flair for doing so	E	✓	✓
Experience designing and producing content and marketing materials using a design suite such as Canva and experience of creative suites such as Adobe, InDesign and/or Photoshop	E	✓	✓
Experience using a digital communications platform such as Mailchimp to produce e-newsletters and other communications	E	✓	✓
Experience working with a CRM platform such as WordPress, managing website content and producing/updating pages	E	✓	✓
Experience in reporting on digital marketing output (i.e. website, socials etc.) using relevant tools such as Google Analytics and able to effectively set up and manage systems to analyse and report on marketing activity	E	✓	✓
Experience and understanding of video production and photography and taking good quality, focused images and films to be used across marketing platforms	D	✓	✓
An understanding of the importance of accurate and well-managed data including subject consent, GDPR, confidentiality and permissions	D		✓
Experience /understanding of Google Ads, PPC and retargeting and Google Grants	D	✓	✓
Experience working with external agencies and partners e.g. designers and printers	D	✓	✓
Skills and Abilities			
Strong knowledge of Microsoft Office, Word, Excel, PowerPoint and Google Docs etc	E	✓	✓

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Excellent attention to detail and organisational, time-management and project management skills	E	✓	✓
Works well within a team and has the ability to work independently, managing different relationships, priorities, and areas of work	E		✓
Excellent verbal and written communications skills, notably copy writing skills	E		✓
A willingness to learn, grow and try new things, being able to adapt to new directions and challenges at short notice	E		✓
Ability to identify and target different and new audiences, tailoring different communications accordingly	D		✓

Pay and benefits

- Salary between £27,000 - £30,000 depending on experience
- 25 days holiday plus bank holidays and additional days off over Christmas
- Flexible working options. This is a full-time role with a minimum of three days in the office in London N5
- Core office hours are 9am - 5pm.

How to apply

Please send your CV and a supporting statement (no more than two pages), outlining how your skills and experience meets our job requirements, to **Susie Baxter** at susie@spreadasmile.org

The closing date for applications is **5pm on Tuesday 8 April 2025** but we reserve the right to close applications earlier if we successfully fill the role.

We anticipate a large volume of applications for this role, and it will not be possible to respond to all applicants individually. Therefore, if you have not heard from us by Friday 11th April will mean your application has been unsuccessful.

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