

Job Description – Digital Projects Coordinator

Location: The Fundraising Office, Hamar Centre, Royal Shrewsbury Hospital (with occasional travel to other Lingen Davies sites)

Reports to: Head of Communications

Hours: Part Time (22.5 hrs/week), typically between 8am–6pm, Monday–Friday, hours can be agreed to suit. Very occasional evenings and weekends required to support key events.

Salary: Circa £27,745 FTE - pro rata

Main Purpose of the Role

As our Digital Projects Coordinator you will be responsible for managing and monitoring the performance and use of our three websites - Lingen Davies Cancer Support, Cancer Champions, and Titty Trail. You will use your Wordpress and Google Analytics skills to ensure the sites are kept relevant, fully SEO compliant and safe from attack. This role will be central to developing the charity's use of its CRM system, monitoring and manipulating data to inform fundraising campaigns, and effective communications. You will support the delivery of e-marketing campaigns through Mailchimp or other platforms.

Main responsibilities:

Website

- Maintaining and developing multiple websites and the ecommerce site (the Lingen Davies shop)
- Ensuring websites are fully SEO compliant and develop in line with operational needs
- Utilising Google Analytics and market analysis to produce monthly reports to highlight website usage, trends and successes

CRM and E-marketing campaigns

- Maintaining CRM database and extracting data to inform and drive ad hoc campaigns to increase fundraising and engagement
- Conducting data analysis to measure campaign performance and implement data-driven improvements
- Be a central point of reference and knowledge for the team on using the CRM system(Beacon)

- Conduct market research on competitors and industry trends, ensuring that Lingen Davies' digital offerings conform to recommended best practice
- Stay updated on the latest digital media technologies and trends
- Fundraising and Health Engagement Campaign Support (Online and Offline)
- Use Canva, Mailchimp, Adobe platforms to support the team's design capabilities

Responsibilities of all staff

- Work collaboratively with colleagues from across the charity to share ideas, contacts, and opportunities. Support charity-wide initiatives and activities as required.
- Represent Lingen Davies at external meetings where appropriate
- Build and maintain close relationships with colleagues across Lingen Davies, alerting them to potential health promotion and income generation opportunities and working collaboratively on key initiatives, including major events
- Contribute to a positive working environment, including working collaboratively to overcome operational challenges and improving internal systems.
- Be available for and represent the Lingen Davies Cancer Support at publicity events, cheque presentations, etc. addressing audiences as appropriate and promoting the charity
- Carry out other tasks that are within the scope, spirit and purpose of the role

Person Specification

Skills and Experience

- Previous experience in a communications or marketing environment
- Robust working knowledge of WordPress websites
- Experience using Google Analytics or similar platforms to monitor website usage
- Proficient user of CRM systems with the skills needed to manipulate data and deliver reports accordingly
- An understanding of data segmentation
- Working knowledge of scoping e-marketing campaigns – with the support of communications colleagues
- Excellent organisational skills with the ability to manage multiple priorities
- Strong written communication and interpersonal skills
- Proficiency in Microsoft Office
- A proactive, flexible mindset and willingness to support the work of the wider team

- Experience in the charity or not-for-profit sector (desirable)
- Familiarity with Canva, Adobe design or other similar platforms (desirable)

Qualifications

- Educated to a minimum of A Level standard, or the ability to demonstrate relevant professional experience

Behaviours and Values

- Able to identify priorities and self-organise a busy workload
- Good attention to detail and accuracy of work
- A creative thinker with a keen eye for detail and results-driven mindset
- Resourceful and adaptable
- Friendly, positive and professional
- A team player, with a willingness to support the overall activities of the charity
- Commitment to ongoing learning and personal development
- Enthusiastic about the value and contribution of the charity sector in civil society
- A genuine desire to make a positive difference to lives affected by cancer in Shropshire, Telford and Wrekin, and Mid Wales
- A willingness to working within the Lingen Davies Values:
 - Ambitious and Committed
 - Honest and Resourceful
 - Experienced and Progressive
 - Friendly and Supportive
 - Proud to be part of our amazing community


Other Requirements

- Flexibility to work occasional evenings and weekends (time off in lieu (TOIL) provided)

How to Apply

To apply, please send your **CV and a cover letter** outlining your interest, suitability for the role, and specifically why you would like to work for Lingen Davies Cancer Support to:

 recruitment@lingendavies.co.uk

 Deadline: 9am on Monday, 23rd June 2025

Interviews will take place on Friday, 4th July

For an informal discussion about the role, please contact **Anna Williams, Head of Communications**, on anna.williams@lingendavies.co.uk or on 01743 492396.