

Candidate information pack

Digital & Content Manager

Closing date: Friday 28 November 5pm, 2025

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Welcome

If you're passionate about healthy living and health promotion, and want to see a world where no one develops a preventable cancer, why not consider joining us at World Cancer Research Fund?

Cancer currently affects one in two people in the UK but, as the cancer prevention experts, we know that about 40% of cancers could be prevented.

World Cancer Research Fund champions the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can empower people to make informed lifestyle choices to reduce their cancer risk.

As an international network of charities in the UK, EU and US, we've been funding life-saving research, influencing global health care policy, and educating the public on how to make informed choices since 1982.

To meet our vision of living in a world where no one develops a preventable cancer, we need high quality and motivated employees from a mix of backgrounds and with a range of skills and experiences. In return, we aim to offer the best possible working environment for people so that talent is nurtured and developed.

Within this candidate pack you will find additional information about the role you are applying for and the benefits we offer.

To apply for this role, please complete and submit a CV, covering letter (maximum two pages) and the attached equal opportunities form. If you have any queries please contact Human Resources at hr@wcrf.org or visit our website at wcrf.org

On behalf of World Cancer Research Fund we thank you for your interest in helping to prevent cancer and we wish you the best of luck with your application.

Colin Smith

Director, Department of Communications and Engagement

Our values

EVIDENCE BASED

We are authority on lifestyle related cancer research – continuously learning and evaluating, so that we can deliver excellent outcomes.



INCLUSIVE

Everyone counts – we value, respect and trust each other.



INFLUENTIAL

We are collaborative, engaged and focused on maximising impact in all that we do.



INNOVATIVE

We are curious and creative; evolving and exploring so we can deliver solutions that make a real difference.



EMPOWERING

We make every day meaningful, building and sharing our knowledge and allowing our passion to shine through.



About the role

This is an exciting and substantial opportunity for a digital professional eager to make a real difference in cancer prevention and survivorship. As Digital & Content Manager, you'll play a pivotal role in shaping and delivering World Cancer Research Fund's digital presence, working within a small, agile charity where your ideas and actions will have immediate, visible impact.

At the heart of this role is the development and execution of digital strategies that reach both UK and international audiences. You'll lead on digital projects from conception to delivery, ensuring they align with organisational goals and are managed with precision. This includes chairing cross-team meetings, providing regular updates, and collaborating with both internal colleagues and external stakeholders. You'll also contribute to wider campaigns, managing key components to ensure seamless and timely execution. This is a fantastic opportunity for someone who wants to flex their strategic muscles, try new approaches, and drive innovation in a supportive environment.

A major focus of the role is leading World Cancer Research Fund's email marketing strategy. You'll use tools like Mailchimp to plan, create, test, and optimise campaigns, developing sophisticated segmentation and automation workflows. With a major supporter database consolidation project underway, you'll work closely with colleagues to translate data insights into targeted, engaging campaigns. Your mission: to revamp World Cancer Research Fund's email communications, making them fresh, warm and human - helping to guide supporters through a dynamic journey and deepening their engagement with the charity's mission.

You'll also oversee the creation and maintenance of digital content, ensuring accessibility and a seamless user experience across devices. Working in a WordPress environment, you'll build and manage key landing pages and complex content areas, while supporting other teams to become more self-sufficient in content management. Your expertise will help set content best practices and troubleshoot challenges, ensuring consistency and quality across World Cancer Research Fund's digital estate.

Why join us?

If you're looking for autonomy, the chance to innovate, and the satisfaction of seeing your work make a tangible difference, this is the role for you. You'll join a passionate team, working in a hybrid environment, and help shape the future of digital engagement in cancer prevention and survivorship in the age of AI.

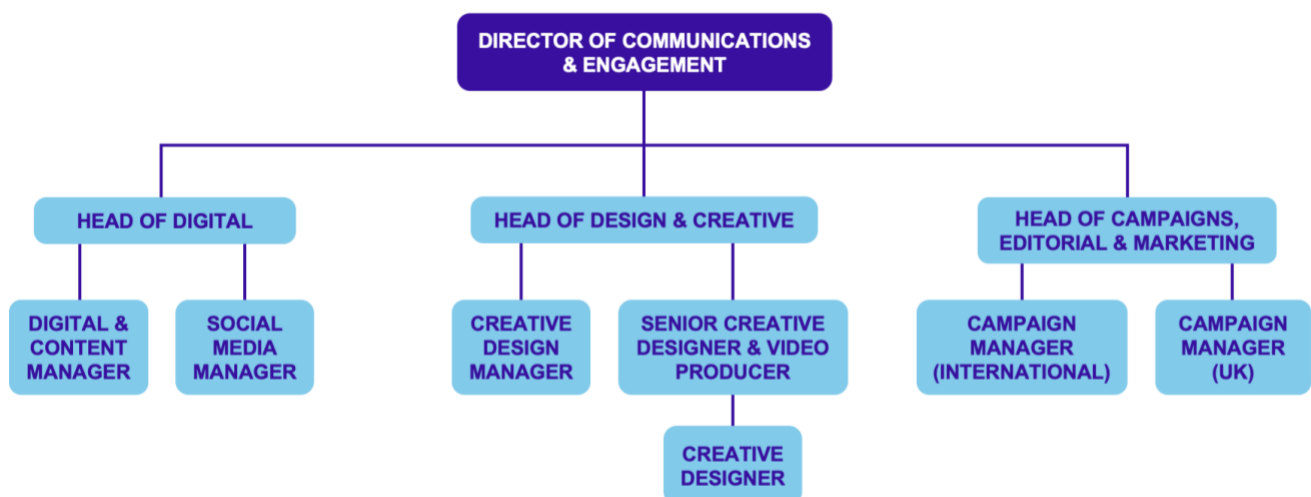
For more information about the organisation please visit our website: wcrf.org/about-us

Who you will be working with:

The Digital & Content Manager will work closely with a diverse range of colleagues and stakeholders across the charity. Internally, the postholder will collaborate with the Communications & Engagement Department, including the in-house Design and Video team, the Social Media Manager and the Campaigns, Editorial and Marketing team. They will chair meetings and provide updates to teams across the organisation, ensuring smooth coordination of digital projects.

The role involves working with colleagues from various departments to plan and deliver integrated digital campaigns, especially in relation to supporter database consolidation and email marketing. The postholder will also act as an expert guide, supporting other teams as they become more self-sufficient with content management. Externally, they will liaise with agencies, particularly on user experience improvements, and may engage with stakeholders and partners to deliver digital strategies and campaigns that further the charity's mission.

Communications & Engagement Department



What we are looking for:

- **Strategy development:** Lead the creation, management, and delivery of digital projects and strategies, ensuring alignment with organisational goals and effective collaboration across teams and stakeholders.
- **Email marketing:** Drive the organisation's email marketing strategy using Mailchimp, focusing on segmentation, automation, testing, and analytics to deliver engaging, targeted campaigns that support supporter journeys and organisational objectives.
- **Digital content and web management:** Oversee the development and maintenance of digital content and web properties, ensuring accessibility, user experience, and content best practice, while supporting teams to manage their own content effectively.

- **Technical and analytics management:** Lead on digital analytics and technical tools, including Google Analytics and Tag Manager, to ensure robust tracking, insightful reporting, and continuous improvement of digital performance and user experience.
- **Internal consultancy, support and administration:** Act as an expert advisor and trainer for colleagues, providing guidance, support, and training in digital best practice, and contributing to departmental administration and cross-team consistency.

Job description

Job title	Digital & Content Manager
Department	Communications & Engagement
Reporting to	Head of Digital
Contract	Permanent
Location	London N1
Hours	37.5 hrs per week – full time We're a hybrid working employer, meaning you're required to come into the office 2 days per week, currently Tuesday and Wednesday or Thursday
Salary	FTE: £40,000 - £45,000 per annum, plus benefits

Department description

The Digital Team is part of the Communications & Engagement Department, also comprising an in-house Design and Video team and a Campaigns, Editorial and Marketing team. The Digital Team develops, coordinates and delivers the content and promotion of the charity's research, policy, health information and fundraising activities through a range of digital and social media channels. It is also responsible for the strategic direction, development and maintenance of digital communications across much of the World Cancer Research Fund network, including web and digital content strategy, ensuring brand adherence and working to deliver organisational objectives.

Main purpose of the role

The Digital & Content Manager is responsible for leading the development, management, and delivery of digital campaigns and projects, ensuring strategic alignment and effective execution. This role involves overseeing the email marketing strategy and programs, managing digital content and web properties, utilising technical and analytics tools to drive insights, and providing internal consultancy and support to enhance digital capabilities across the organisation. The Digital & Content Manager will collaborate with various teams to drive integrated digital strategies and ensure the smooth operation of digital initiatives.

Main duties and responsibilities

A	Strategy development
1	Lead on the development, management and delivery of digital projects that reach UK and International audiences.
2	Lead on the development and delivery of digital strategies that follow goal setting and project management principles.
3	Chair meetings and send regular updates to teams across the charity and with external stakeholders to ensure smooth and coordinated running of digital projects.

4	Contribute to various campaigns of those led by other team members. Your role will involve managing specific components, ensuring their development and delivery to guarantee smooth operation and timely, effective execution of the wider campaign.
B	Email marketing
1	Lead on and deliver the organisation's email marketing strategy, using Mailchimp to plan, create, test, and optimise campaigns.
2	Develop segmentation plans, setting up automation workflows, conducting A/B tests, and analysing performance metrics to continuously improve our engagement rates.
3	Work closely with teams across the organisation to plan and deliver integrated digital campaigns that drive our mission forward.
C	Digital content and web management
1	Working in our WordPress environment, build and maintain key landing pages and complex content areas, ensuring our digital content meets accessibility standards and provides an optimal user experience across devices.
2	Lead on the development and delivery of more technically-challenging builds and maintain oversight of our core digital properties, while other teams increasingly manage the development of their own content and specific web pages.
3	Drive content best practice in the charity and troubleshoot for other teams, while still having the skills to produce pages and sections for some teams.
D	Technical and analytics management
1	Lead on analysis tools such as Google Analytics and Google Tag Manager, ensuring we're tracking the right metrics and that our data is clean and actionable.
2	Lead on setting up conversion tracking, debugging tag issues, creating custom events, and maintaining our measurement framework.
3	Produce regular performance reports and provide insights that shape our digital strategy.
4	Work with our external agency on UX improvements including developing brief requirements and evaluating their recommendations, keeping user needs at the forefront.
E	Internal consultancy, support and administration
1	Be the expert guide for other teams as they become more self-sufficient with content management, including developing and delivering training, creating content guidelines, providing ad-hoc support, and ensuring consistency across our digital estate.
2	Support general team administration such as updating the department's forward planner.
3	Undertake other tasks as directed by the Head of Digital and the Director of Communications & Engagement.

Person specification

The person specification describes the specific experience, knowledge, skills, qualifications and attributes that are needed for the job.

		Application	Assessment	Interview
Experience	Proven experience planning and executing multi-channel digital campaigns, ideally within the charity or nonprofit sector	✓		✓
	Must be data-literate, comfortable analysing performance metrics, and able to create reports that tell a compelling story about digital performance	✓		✓
	Experience with conversion optimisation and landing page best practices is essential	✓		✓
	Excellent written communication skills and the ability to work effectively with both technical and non-technical stakeholders	✓	✓	
Knowledge and technical skills	Exceptional understanding of SEO principles, though we have agency support for deeper technical SEO work	✓		✓
	Proficiency with Google Analytics (GA4) and Google Tag Manager is essential – you should be able to set up tracking, debug issues, and create meaningful reports	✓		✓
	Demonstrable experience with WordPress content management systems and be comfortable working with page builders and plugins	✓		✓
	Exceptional email marketing experience is non-negotiable (ideally with Mailchimp experience) – you should be fluent in segmentation, automation, deliverability, and email analytics	✓		✓
	Awareness of WCAG accessibility standards and their practical application would strengthen your application	✓		✓

	Knowledge of HTML/CSS basics and UTM parameter best practices would be helpful for troubleshooting and campaign tracking	✓		✓
	Demonstrable knowledge and application of AI tools to help streamline work practices	✓		✓
Personal attributes	Lead as a trainer and advisor, capable of empowering others while maintaining quality standards	✓		✓
	Ability to manage multiple projects simultaneously and prioritise effectively in a fast-paced environment	✓		✓
	Be positive role model with a can-do attitude for the team	✓		
	Be an ambassador for the department and positive and constructive collaborator with colleagues across the charity and with external suppliers	✓		
Education and qualifications	Degree qualifications or suitable experience in the workplace	✓		✓
Other requirements	Ideally be London-based/adhere to our hybrid working guidelines	✓		✓

Terms, conditions & benefits

Salaries

World Cancer Research Fund operates a fair and transparent pay policy. We always ensure a salary range is listed on all of our job adverts and we benchmark the salaries for all our roles every 2/3 years to ensure we are paying fairly within market norms.

Staff salaries are paid into bank accounts once a month on the 26th of each month.

Hybrid working

We are currently operating hybrid working for all staff across the organisation. The office is open 3 days a week (Tues, Wed and Thurs) and full-time staff are required to be in the office at least 2 of these days each week, Tuesday and Wednesday or Thursday.

Flexi-time scheme

A flexi-time scheme is in operation across the organisation. The daily requirement is to work 7.5 hours.

Staff also need to take a lunch break of at least 30 minutes (staff can take up to a maximum of 2 hours for lunch). The core hours are 10am–4pm, Monday to Friday when all employees must be present. Employees may arrive for work between 8am and 10am and leave between 4pm and 7pm. The daily minimum hourly requirement of 7.5 working hours per day plus lunch must be met; any extra time cannot be "rolled over" or "banked".

Annual leave

Our annual leave year runs from 1 October to 30 September. Annual entitlement for full-time staff is in relation to length of service:

- Less than 1 year of continuous service at the beginning of a holiday year: 25 days (pro-rated to your start date)
- 1 year or more of continuous service at the beginning of a holiday year: 26 days
- 3 years or more of continuous service at the beginning of a holiday year: 28 days
- 5 years or more of continuous service at the beginning of a holiday year: 30 days

The office is closed from the last working day before Christmas until the first working day after the New Year. Staff are required to take the three working days between Christmas and New Year as annual leave.

Sick leave

For full-time staff, we allow up to 20 days sick leave in any rolling year without deducting pay. This allowance increases to 25 days sick leave plus 40 days half-pay after one years' service.

Pension plan

We contribute into an approved pension scheme, which is administered by Standard Life. Employees will be auto-enrolled into the scheme after 3 months and will contribute a minimum of 5% of their salary each month. World Cancer Research Fund will match the employee's contributions of up to 5% of the employee's salary each month.

We also offer staff the option to switch their pension to a salary sacrifice arrangement on request.

Private healthcare

We offer private healthcare for employees, which gives all employees access to private healthcare (hospital and outpatient care) by referral from NHS. You are eligible to join the scheme after successful completion of the probationary period.

Dental cover scheme

We offer all employees a contribution to their dental expenses by allowing employees to opt in to a dental cover scheme. You are eligible to join the scheme after successful completion of the probationary period.

Life assurance and income protection

We cover all employees from their first day of employment and provide cover, which is equal to 4 x the individual's salary on death while employed alongside critical illness cover.

Permanent Health Insurance (PHI) scheme

All permanent members of staff, up to the age of 65, whose normal hours of work are at least 15 per week, are covered by the organisation's Permanent Health Insurance (PHI) Scheme, at no cost to employees.

PHI is intended to provide income protection in the event of long-term illness or disability. The scheme provides an income replacement of up to 50% of the basic annual salary after a waiting period of 26 weeks, starting from the date a disability commences.

Season ticket loan scheme

Employees can take advantage of an interest free loan for a purchase of an annual travel ticket. The loan is repaid via equal deductions from the employee's salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

Cycle to work scheme

Employees can take advantage of an interest free loan for a purchase of a tax-free bike or accessories. The loan is repaid via equal deductions from the employee's salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

World Cancer Research Fund office also offers secure, lockable, storage for your bike and there are showers available within the office.

Employee assistance programme

All employees, and their families, have access to a 24-hour confidential advice and support line. This service offer access to trained advisers and counsellors from The British Association for Counselling and Psychotherapy (BACP) who can offer advice on a range of issues, including financial and debt concerns, legal information, relationship or family worries, bereavement, stress, anxiety and other emotional issues. If appropriate you may also be referred for up to eight sessions of face-to-face counselling.

Mental health and wellbeing

We run a Mental Health Champions scheme that staff can volunteer to be a part of. Our Mental Health Champions are sent on an accredited Mental Health Training Course and are then available to offer help to any staff member experiencing a mental health problem; guiding them to access appropriate professional help. They also work in collaboration with the organisation to promote wellbeing and encourage a culture where mental health can be discussed openly.

Flu vaccinations

We offer staff the chance to receive a free flu vaccination each year. This is either at the World Cancer Research Fund office, where a trained nurse will be arranged who will administer the vaccine onsite, or by providing a voucher to enable them to receive the vaccine at a participating pharmacy of their choice.

Christmas and summer parties

We hold two annual parties, in the Summer and at Christmas, paid for by the organisation, for staff to come together outside of work and have fun!

Dog friendly office

Staff have the opportunity to bring their dog into the office one day per week (Wednesdays) subject to World Cancer Research Fund guidelines.

Training and development

World Cancer Research Fund is committed to enabling professional development and all staff are encouraged to regularly discuss training and development. In addition, there is an annual appraisal process in place during which individual needs are formally discussed and identified.

We also offer payment for job-related professional subscriptions and fees (subject to World Cancer Research Fund guidelines), opportunities to attend international conferences on behalf of the organisation, and study leave and sabbatical leave policies.

Probationary period and notice period

The post-holder is subject to a 6-month probation period during which 1 weeks' notice on either part will apply. Following successful completion of the probationary period the post-holder will be on 2 months' notice period.

How to apply

Recruitment timetable:

Closing date for applications:	Friday 28 November 5pm, 2025
First interviews:	Wednesday 10 December 2025
Second interviews (optional):	Wednesday 17 December 2025

To apply

You can apply for this vacancy by submitting a CV (max. 3 pages), covering letter (max. two pages) and a completed Equal Opportunities Monitoring Form. Your covering letter should provide specific examples of past achievements to demonstrate how you meet each criterion of the Person Specification and should also highlight how your skills and experience would benefit World Cancer Research Fund.

Your CV, covering letter and completed Equal Opportunities Monitoring Form can be submitted by email or post:

E-mail: hr@wcrf.org

Address: Human Resources
World Cancer Research Fund
140 Pentonville Road
London N1 9FW
UK

Phone: 020 7343 4200

If you do not hear from us within 14 days of the closing date, please assume your application has been unsuccessful on this occasion. Please note that we only provide feedback to shortlisted candidates.

Equal opportunity monitoring form

World Cancer Research Fund is committed to equal opportunities for all. Please help us monitor the effectiveness of our Equal Opportunity Policy by completing and returning this form. This will be separated from your application prior to assessment and used solely for statistical purposes.

Post applied for:

Please tick the appropriate boxes below:

Gender

Male ☐ Female ☐

Disability

World Cancer Research Fund welcomes applications from people with disabilities. The Disability Discrimination Act 1995 describes a disability as a physical or mental impairment which has a substantial and long term adverse effect on a person's ability to carry out normal day-to-day activities. Having read this definition, do you consider yourself to have a disability?

Yes ☐ No ☐

Ethnic group

The categories indicated below are those recommended for use by the Commission for Racial Equality.

How would you best describe your ethnic origin?

Bangladeshi	☐	Indian	☐
Black – African	☐	Irish	☐
Black – Caribbean	☐	Pakistani	☐
Black – Other (please specify)	☐	White	☐
Chinese	☐	Other (please specify)	☐

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Nationality

UK ☐
Other (please specify) ☐

.....

Thank you for answering these questions.

Job applicant privacy notice

As part of any recruitment process, World Cancer Research Fund collects and processes personal data relating to job applicants. World Cancer Research Fund is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. World Cancer Research Fund collects a range of data about you which will include:

- Your name and contact details (including email address and telephone numbers);
- Details of your skills, qualifications, experience and employment history;
- Details regarding your current levels of remuneration and any work benefits entitlements;
- Whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- Information regarding your right to work in the UK; and
- Equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

This information will be collected from your CV and/or cover letter on application to us, plus from your examination certificates, passport, driving licence or other identity documents provided. We may also collect personal data about you from third parties, such as references obtained from former employers, background checks or criminal records checks as applicable.

How we handle the data that is submitted by you

This data will be stored in an electronic format (including email) on our internal IT systems and also on paper within our HR Department. Your information may be shared internally for recruitment purposes with our recruiting managers, HR and IT team strictly for decision making purposes. We do not share your data with any third parties.

Why we process personal data

We need to process your data to take the necessary steps prior to entering into any contract with you. We may also need to process your data if we agree to enter into a contract with you. We have a legitimate interest in processing your data during the recruitment process to ensure that we make and keep records of the process. These records allow us to manage the process effectively, assess a candidate's suitability for employment and decide whom to offer the roles to. We may also, from time to time, need to process data from job applicants to respond to and defend against legal claims.

Disclosure of your information

World Cancer Research Fund may transfer your data outside of the European Economic Area. However, your data will be protected as well as it would be in the EEA. Internally we will protect your data through internal controls and policies to ensure that your data is not

lost, accidentally destroyed, misused, and is not accessed by our employees except in the proper performance of their duties.

Data retention

We will retain your personal data for a period of 1 year after we have communicated to you our decision about whether to appoint you to the role. We retain the information for that period so that we can show, in the event of a legal claim that we have not discriminated against candidates on prohibited grounds that we have conducted the recruitment process in a fair and transparent way. After this period, we will securely destroy your personal data in accordance with the applicable laws and regulations

If your application is unsuccessful, we may keep your personal data on file for any suitable employment opportunities. We will seek your consent before we do so and you are free to withdraw your consent at any time by notifying us in writing.

What if you do not provide personal data

You are under no statutory or contractual obligation to provide your data to us. If you elect not to do so however, we will not be able to process your application properly, if at all.

Automated decision-making

Our recruitment process is not based on automated decision making and as such you will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

Data protection legislation (your rights)

As a data subject, you have a number of rights including:

- Access to your data on request
- Require us to stop processing your data on demand
- Requires us to delete your data on demand
- To change any incorrect or incomplete data we hold on you
- Request the transfer of your personal data to another party

If you would like to exercise any of these rights or have any queries with the privacy notice, please contact: The Director of HR & London Operations, World Cancer Research Fund, 140 Pentonville Road, London N1 9FW.