

Candidate information pack

Social Media Manager

Closing date: Wednesday 12 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

The Social Media Manager at World Cancer Research Fund is a pivotal role within the Department of Communications & Engagement, responsible for shaping and amplifying the charity's digital presence. Reporting to the Head of Digital, this permanent, full-time position is based in London (N1) and operates within a hybrid working model.

At the heart of the role is the leadership and delivery of social-first campaigns targeting both UK and international audiences. The Social Media Manager will develop, manage, and execute campaigns that raise brand awareness and support World Cancer Research Fund's mission of cancer prevention and survival. This involves chairing meetings, providing regular updates to internal teams and external stakeholders, and ensuring effective collaboration across the charity. The postholder will be responsible for content creation, stakeholder sign-off, and timely delivery, as well as contributing to campaigns led by colleagues, such as Cancer Prevention Action Week.

A significant aspect of the role is the creation and publication of multimedia content across platforms like Instagram, LinkedIn, and TikTok. The postholder will use in-house video and smartphone equipment, editing apps, and design tools such as Canva to produce engaging social video content. The use of AI tools to streamline content creation, including idea generation and script development, is also encouraged.

Building and nurturing World Cancer Research Fund's social communities will be an essential component of the post-holder's duties. They will actively engage with followers, respond to comments and messages, and foster relationships with potential volunteers. Identifying and collaborating with creators and micro-influencers is key to expanding World Cancer Research Fund's supporter base and promoting accurate, empowering cancer prevention messages. The role also involves using social listening tools like CISION to monitor relevant conversations and position World Cancer Research Fund as a trusted voice in cancer prevention and healthy living.

The Social Media Manager will track performance metrics, produce monthly reports, and analyse content effectiveness to inform strategy. This data-driven approach ensures continuous improvement and alignment with organisational objectives.

Administrative duties include producing content for e-newsletters, maintaining departmental planners, and supporting the Head of Digital and Director of Communications and Engagement with ad hoc tasks.

This role offers the opportunity to make a meaningful impact by driving World Cancer Research Fund's digital engagement and supporting its vital work in cancer prevention.

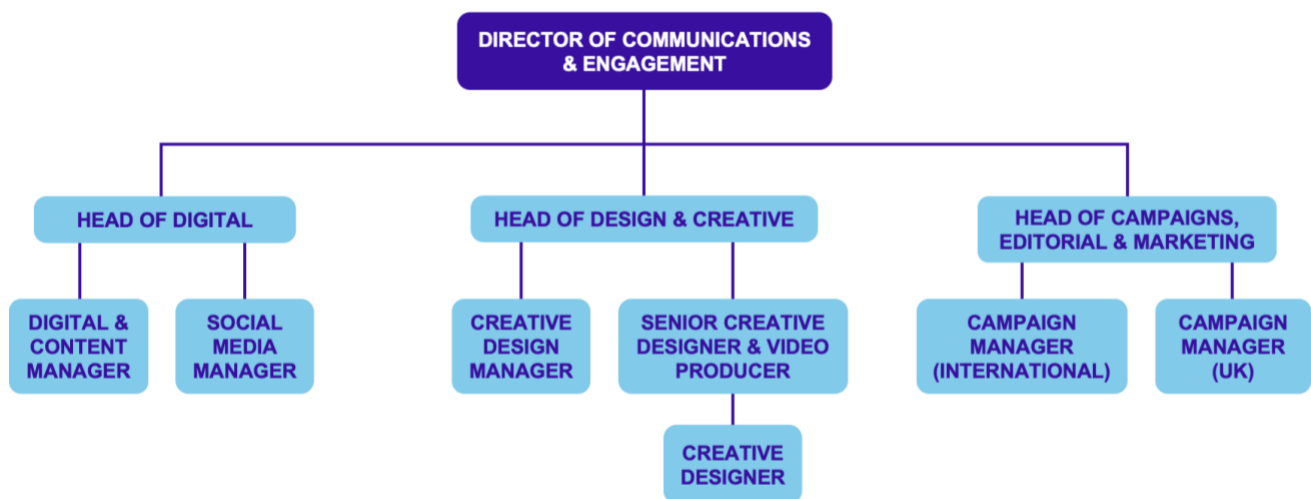
For more information about the organisation please visit our website: wcrf.org/about-us

Who you will be working with:

You will work closely with a diverse range of colleagues across the organisation. Reporting directly to the Head of Digital, you will collaborate within the Digital Team, which sits in the Communications & Engagement department alongside the in-house Design and Video team, and the Campaigns, Editorial and Marketing team.

The role involves matrix-managing and coordinating with colleagues from various departments to deliver national and international social media campaigns. Regular interaction with the senior management team and external stakeholders is required, particularly when chairing meetings and providing campaign updates. The Social Media Manager will also engage with science and policy teams to ensure accurate messaging, and support the wider department with administrative and strategic tasks, fostering strong working relationships throughout World Cancer Research Fund.

Communications & Engagement Department



What we are looking for:

- **Campaign management and strategy development:** Lead, develop, and deliver social-first campaigns for UK and international audiences, collaborating across the charity and ensuring effective project management and stakeholder engagement.
- **Social media video production:** Create, film, edit, and publish multimedia content for social channels using in-house equipment, editing apps, Canva, and AI tools to enhance content creation.
- **Community management and social listening:** Build and engage World Cancer Research Fund's social communities, respond to followers, identify influencers, and use social listening tools to monitor and contribute to relevant conversations.
- **Analytics:** Track and analyse social media performance metrics, produce monthly reports, and use insights to refine and improve social media strategies.
- **Administration:** Produce content for e-newsletters, support team administration, and assist the Head of Digital and Director of Communications & Engagement with departmental tasks.

Job description

Job title	Social Media 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 main purpose of this role is to lead and matrix-manage colleagues to deliver national and international social media campaigns, developing strategies, multimedia content, engaging with World Cancer Research Fund's social communities, tracking and analysing performance metrics, and supporting administrative tasks for the team and the wider department of communications and engagement. The role aims to enhance the World Cancer Research Fund's social presence, build a strong influencer and World Cancer Research Fund supporter social base, and contribute to the organisation's mission of cancer prevention and survival awareness.

Main duties and responsibilities

A	Campaign management and strategy development
1	Lead on the development, management and delivery of social-first campaigns that reach UK and international audiences, raising brand awareness and ensuring strong collaboration and matrix management of colleagues across the charity.
2	Chair meetings and send regular updates to teams across the charity including the senior management team and with external stakeholders to ensure smooth and coordinated management of social campaigns.
3	Develop and produce all content for social campaigns and ensure smooth and effective sign-off with stakeholders and the timely delivery of content.

4	Lead on the development and delivery of your own social campaign strategies that follow goal setting and project management principles.
5	Contribute to various campaigns of those led by other colleagues (eg, Cancer Prevention Action Week), managing and delivering on specific social components of the campaign.
B	Social media video production
1	Lead on developing and publishing multimedia content across our social channels (eg, Instagram, LinkedIn and TikTok).
2	Use World Cancer Research Fund's in-house video and smartphone equipment to film and edit social video content, using editing apps and creating graphics in Canva.
3	Use AI tools to help streamline content creation such as generating ideas for social copy and video script development.
C	Community management and social listening
1	Build and actively engage with our followers, responding to comments and messages while building meaningful relationships with our community and a pipeline of potential volunteers to participate in World Cancer Research Fund's fundraising challenges (eg, marathons, half marathons, sky diving and walking challenges).
2	Identify creators and micro-influencers who align with our cause through social listening with the aim of building a strong influencer base who support the World Cancer Research Fund brand and science, working with our science and policy teams to help to debunk misconceptions and spread our positive and empowering cancer prevention messages.
3	Using the CISION social listening tool, actively monitor conversations regularly around cancer prevention and healthy living and contribute to the debate, helping to position World Cancer Research Fund as a trusted voice and increase brand visibility.
4	Monitor World Cancer Research Fund channels out of hours, to ensure we don't miss critical engagements that need responding to or flagging for further action.
D	Analytics
1	Track performance metrics and produce monthly reports that tell the story behind the metrics to build a picture of our progress to our colleagues across the charity.
2	Analyse what content resonates, identify emerging trends, and continuously refine our social approach, which is based on data analysis to help evolve and improve our own social media activity.
E	Administration
1	Produce the content for World Cancer Research Fund e-newsletters ensuring the content is accurate and approved by stakeholders.
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	Demonstrable experience of strategy developing involving goal setting and project management principles	✓	✓	✓
	A track record of video production for social including script writing, filming, use of design tools such as CANVA	✓		✓
	Proven experience of social community management and engagement including experience of how to grow social audiences	✓		✓
	Proven experience of matrix managing teams for complex high-profile social first campaigns	✓		✓
	Extensive experience of using video for social	✓		✓
	Experience of social community management	✓		✓
	Experience of using analytics tools for social	✓		✓
	Experience of using design tool such as Canva	✓	✓	✓
Knowledge and technical skills	Demonstrable knowledge and application of AI tools to help streamline content creation	✓		✓
Personal attributes	Ability to matrix-manage campaigns with multiple stakeholders with different levels of expertise (scientists, charity science teams, fundraisers, designers, videographers, social etc) both internally and with external stakeholders	✓		✓
	Ability to generate new ideas and to explore new and better ways of doing things, responsive to a	✓		✓

	range of requests and changing circumstances			
	Ability to achieve a high output, whilst maintaining a high level of quality and demonstrate patience and perseverance when faced with setbacks and problems	✓		✓
	Ability to plan and prioritise conflicting activities to achieve team objectives within agreed deadlines, resourceful with a keen eye for detail and accuracy	✓		✓
	Ability to work co-operatively and supportively with colleagues developing positive, open working relationships both within own team and across the organisation	✓		✓
	Strong team player and ambassador for the department and for the charity	✓		✓
	A results orientated professional who can deliver projects on time that are aligned to strategic priorities	✓		✓
	A proactive self-starter who has a passion for engaging with our social audiences	✓		✓
Education and qualifications	Degree related qualification or the equivalent experience in the same or similar sector	✓		✓
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:	Wednesday 12 November 5pm, 2025
First interviews:	Monday 24 November 2025
Second interviews:	Thursday 4 December 2025

To apply

You can apply for this vacancy by submitting a CV (max. 3 pages), covering letter (max. 2 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) ☐

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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.