

Candidate information pack

Head of Digital

Closing date: 5pm, Monday 16th February 2026

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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

As Head of Digital, you will lead the evolution of World Cancer Research Fund's digital presence - combining strategic vision with hands-on delivery to inspire millions to take positive steps toward cancer prevention and survival. This is an exciting opportunity for a collaborative, innovative digital manager who can think big, execute brilliantly and spark meaningful engagement across global audiences.

Working within the Communications & Engagement Department, you will help shape a cohesive digital ecosystem alongside colleagues in Creative, Video, Campaigns and across the wider organisation. Together, these teams amplify our research, health information, policy and fundraising work. You will guide the strategic direction of our digital channels while remaining closely involved in day-to-day delivery.

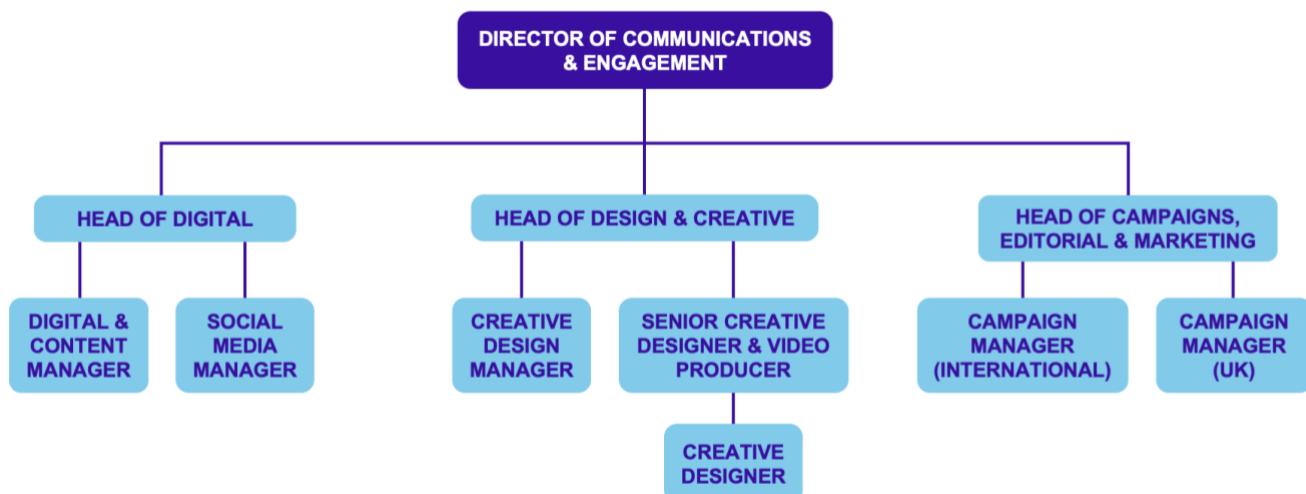
You will lead a talented digital team of two, overseeing content strategy, UX, social media, SEO, analytics and website optimisation. Collaboration is central to the role: you will work closely with internal stakeholders, external agencies and our international partners across the WCRF network—including our colleagues in the Netherlands and our sister organisation in the USA—to ensure joined-up digital activity across multiple countries.

From designing digital marketing strategies to managing social listening, you will ensure our platforms are user-centred, impactful and aligned with organisational goals. The role is deliberately varied, spanning technical development, content governance, analytics, multi-site management, user-journey enhancements and brand consistency.

You will also champion innovation in areas such as AI-driven content optimisation, emerging channels and creative digital storytelling—helping us stay ahead of digital trends that support global cancer prevention.

This is a high-impact position for someone energised by both vision-setting and hands-on delivery. If you are passionate about digital innovation, collaborative working and creating meaningful health impact worldwide, we would be delighted to receive your application.

Communications & Engagement Department



What we are looking for:

Strategy

You develop and deliver insight-driven digital strategies that align organisational goals with measurable impact.

Line management

You lead, support and develop a high-performing digital team through clear guidance, coaching and collaboration.

Digital content management

You oversee high-quality, user-focused digital content across all sites, ensuring accuracy, consistency and strong user journeys.

Digital marketing, SEO and generative engine optimisation

You drive data-led digital marketing performance by optimising content for search, paid activity and emerging AI-driven discovery.

Web and technical maintenance

You ensure all websites remain technically robust, user-friendly and aligned with evolving best-practice and organisational standards.

Social media and video production

You lead the creation of engaging social and video content while building active, meaningful community engagement.

Administration

You support smooth departmental operations through organised planning, clear communication and flexible task management.

Job Description

Job title	Head of Digital
Department	Communications & Engagement
Reporting to	Director of Communications & Engagement
Responsible for	Social Media Manager, Digital & Content Manager
Contract	Permanent
Location	London N1
Hours	37.5hrs 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: circa £55,000 per annum, plus benefits

Department description

The Digital team is part of the Department of Communications & Engagement, which also comprises an in-house Creative and Video team and a Campaigns 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.

The Digital team's remit covers both World Cancer Research Fund and World Cancer Research Fund International and is responsible for the strategic direction, development and maintenance of digital communications across 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 Head of Digital is a hands-on role and as such you will be expected to perform a range of functions and manage the outputs of your team. Working closely with the Director of Communications & Engagement, you will also help to develop and manage World Cancer Research Fund's digital ecosystem, developing and delivering strategies that elevates our science, health information, policy and fundraising efforts with the aim of strengthening our global reach and inspiring millions around the world to take positive steps for cancer prevention and survival.

This post currently provides digital support to World Cancer Research Fund in the UK and World Cancer Research Fund International. The postholder works closely with colleagues in our US sister organisation – the American Institute for Cancer Research (AICR).

You will be responsible for the development, management and delivery of:

- digital marketing strategy
- social media strategy
- UX and digital content

- World Cancer Research Fund websites and other digital platforms in support of Fundraising, Science & Research, Policy, Health Information, Communications and the wider network.

Day-to-day, you will manage a talented digital team of two, champion innovation and emerging technologies, and collaborate with colleagues across our network of charities to deliver exceptional user experiences, compelling content and impactful digital campaigns. By driving performance, fostering creativity and ensuring our digital presence reflects the authority and energy of our mission, you will play a pivotal role in deepening engagement, supporting fundraising and amplifying our voice as a trusted leader in cancer prevention.

Main duties and responsibilities

A Strategy	
1	Develop, manage and deliver digital strategies (e.g. email marketing, social and web) and projects that follow goal setting and project management principles, reaching UK and International audiences
2	Chair meetings and send regular updates to teams across the charity and with external stakeholders to ensure smooth and coordinated running of digital projects.
3	Deliver against year-on-year KPIs in the Comms & Engagement Strategy around users, followers and subscribers.
4	Manage our social listening to inform our strategy development to improve our reach, engagement and impact.
B Line Management & Project Management	
1	Line manage the digital team of two holding regular monthly 121s and yearly appraisals
2	Manage evaluation and reporting for all digital and social work and projects.
3	Be a positive ambassador and role model for C&E including championing the digital strategy with senior stakeholders or presenting concepts to senior audiences.
4	Be an active member in WCRF's extended leadership group, participating in meetings and supporting colleagues including being an AI champion lead for the charity.
C Digital Content Management	
1	Responsible for ensuring content is kept up to date on our main organisational websites and any sub-sites and internal sites, using Word Press CMS (and other CMS as required).
2	Support, train and advise other teams on digital content, SEO, technologies, evaluation and tracking.
3	Ensure correct and current sign-off procedures are followed, working closely with Head of Campaigns and the Head of Creative for key messaging and additional sign-off where required.
4	Manage our external suppliers and agencies such as PixelEggs and UpriseUp
D Digital Marketing & SEO	
1	Responsible for managing SEO to keep sites optimised and abreast of SEO developments in relation to WCRF's websites.
2	Support the Digital team in the application of technical and content-related SEO, and in managing the relationship with WCRF's SEO agency.

3	Work with external agency on Google Adwords and digital marketing schedules.
4	Devise and commission analytical reports and methods that can be used to inform our development and use of digital channels.
5	Develop clear and effective evaluation methods for both ongoing targets and campaign specific goals.
6	Evaluate, test and introduce new digital technologies and channels.
7	Ensure the organisation's digital content is optimised for AI-driven discovery
E	Web & Technical Maintenance
1	Keep sites aligned with web best practices and digital trends including AI.
2	Work with teams to ensure brand and key messaging consistency across all our network sites.
3	Work with our contracted external web agencies on general web maintenance and improvements, including scoping technical development projects, requirements gathering and testing.
4	Lead on creative sessions to improve and enhance the user journey.
F	Social Media & Social Video Production
1	Manage the development and delivery of all multimedia content which includes video production across our social channels (e.g., Instagram, LinkedIn, Facebook and TikTok).
2	Manage the use of in-house video and smartphone equipment to film and edit social video content, using editing apps and creating graphics in Canva.
3	Adopt and implement the use of AI tools to help streamline social content creation such as generating ideas for social copy and video script development.
4	Hands-on management of our community engagement, 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 (e.g. marathons, half marathons, sky diving and walking challenges)
5	Manage our social listening processes to identify, contact and work with creators and micro-influencers who align with our cause with the aim of building a strong influencer base who support World Cancer Research Fund brand and campaigns.
6	Oversee the monitoring of 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.
G	Administration
1	Support general team administration such as updating the department's forward planner and some budget management.
2	Undertake other tasks as directed by the Director of Communications and 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 of developing and delivering organisational digital strategies	✓		✓
	Proven experience of website management	✓		✓
	Digital marketing – experience of working with Google Adwords, organic and paid social platform Ads, setting goals, KPIs	✓		✓
	Strong understanding of all different digital communications channels (inc. social channels and platforms)	✓		✓
	Advanced content management using WordPress in the main (plus some Drupal), including administrative tasks and complex multi-sites	✓		✓
	Sound experience of SEO (Search Engine Optimisation) including White Hat SEO	✓		✓
	Advanced experience of Mailchimp or similar e-mail services for email campaigns	✓		✓
	Sound understanding of project development process such as prototypes, UAT, UX and stakeholder management	✓		✓
	Demonstrable project planning and management, including proven experience of complex digital projects and campaigns	✓		✓
Knowledge and technical skills	Knowledge in generative engine optimisation, ensuring WCRF's content is optimised for AI driven discovery	✓		✓
	Excellent knowledge of web best practices, usability and accessibility			✓

	Highly skilled in Google Analytics, Sprout Social (or other social media content planning and evaluation tools) and Webmaster Tools, analysing data and reporting	✓		✓
	Skilled to hand coding standards (or strong understanding of) XHTML and CSS, with an appreciation of its relationship with dynamic code, such as php	✓		✓
	Exceptional communications skills with demonstrable ability to negotiate and influence stakeholders at all levels			✓
	An understanding of the principles of personas, content strategy, user-centric design and information architecture (IA)			✓
	An understanding of how data can be collected and used to inform activities			✓
	Strong writing, editing and proof-reading ability	✓		
	Expert and transferrable knowledge of digital tools and software			✓
Personal attributes	Project management skills with the ability to manage highly complex, multi-stakeholder (across different countries) digital projects	✓		✓
	Creative thinker and innovator who is able to develop engaging ideas across digital media		✓	✓
	Ability to understand and translate data and analytics into successful digital strategies	✓		✓
	Ability to provide in-depth job knowledge and expertise to advise internal and external stakeholders			✓
	Ability to project manage a series of ongoing activities, achieve a high output and demonstrate patience, perseverance and resilience when faced with setbacks and problems			✓
	Ability to manage conflicting priorities effectively and accurately, paying particular attention to detail,			✓

	anticipating problems and identifying solutions			
	Excellent communication skills both verbally and in writing with the ability to work with people from different backgrounds	✓		✓
	A strong team leader able to inspire and lead others to follow through on plans, steer staff towards achieving excellent results, giving difficult feedback where needed and work collaboratively with peers as part of a senior team			✓
	A strong team player, ready to muck in and support staff and projects across the team or organisation proactively when needed, as well as coach and mentor staff			✓
	Ability to develop respectful and effective working relationships both within the wider organisation and externally, generating trust and credibility at all levels			✓
	A passion for digital with a proactive, solution-orientated approach to work	✓		✓
Education and qualifications	Ideally educated to a degree level, or equivalent professional experience. Relevant professional qualification in web, digital, digital marketing or similar is desirable.	✓		
Other requirements	An interest in charitable work, communications, health information and fundraising.	✓		✓
	Must 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 currently have the opportunity to bring their dog into the office one day per week (Thursdays) 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 2 weeks' notice on either part will apply. Following successful completion of the probationary period the post-holder will be on 3 months' notice period.

How to apply

Recruitment timetable:

Closing date for applications:	5pm, Monday 16 th February 2026
First interviews:	w/c 23 rd February 2026
Second interviews (optional):	w/c 2 nd March 2026

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	<input type="checkbox"/>
Black – African	<input type="checkbox"/>
Black – Caribbean	<input type="checkbox"/>
Black – Other (please specify)	<input type="checkbox"/>
Chinese	<input type="checkbox"/>

Indian	<input type="checkbox"/>
Irish	<input type="checkbox"/>
Pakistani	<input type="checkbox"/>
White	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

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.