

Recruitment pack



Marketing Officer
Permanent

Closing date: 10th May 2026

What you need to know about the role

Job title: Marketing Officer

Reports to: Interim Senior Marketing and Communications Manager

Location: We currently offer a hybrid-working model. This means you may usually work from your home or remote location, but are expected to attend meetings and pay for your own travel to the office in London Bridge when required.

Hours: Full time 35 hours per week 9am – 5pm Monday to Friday. The charity has a core hours policy with core hours of 10am – 4pm and flexibility around remaining hours.

Salary: £31,340



About Target Ovarian Cancer

At Target Ovarian Cancer, we target what's important to stop ovarian cancer devastating lives.

We give trusted information, to help people ask questions and make decisions that are right for them. We connect people with shared experiences, and we support families every step of the way.

We stand together as a powerful community for everyone facing ovarian cancer across the UK, sharing stories and raising voices, to make sure that ovarian cancer becomes a health priority.

We know that early diagnosis saves lives, so we work closely with GPs who are at the heart of this, to help them diagnose ovarian cancer faster and earlier – giving everyone the best chance of living.

And our investment in research to find new, better and more targeted treatments means that everyone can live with hope for their future.

We're fighting for a world where everyone with ovarian cancer lives, and we're targeting what's important – symptoms awareness, early diagnosis, better treatments and support for all.



Our values

Learn about the values we expect from ourselves and each other, at every level of the organisation, every day.



Supportive

Working together to be there for women with ovarian cancer and their families.



Expert

Bringing together the knowledge, skills and experience to succeed.



Pioneering

Constantly pushing boundaries, innovating and working to be the very best we can be.



Empowering

Helping people to achieve their goals.



Passionate

Women with ovarian cancer are at the heart of everything we do.



Impactful

Delivering the changes that women with ovarian cancer and their families need.



My favourite thing about working at Target Ovarian Cancer is definitely the people – it's an absolute pleasure to be part of such a passionate and dedicated team who are super friendly and fun to work with!"

- Hayley, Head of Digital



Specific responsibilities

Strategy & planning

- Support the Senior Communications & Marketing Manager with delivery of the Fundraising & Engagement strategy by providing expertise around channel strategy and optimisation, short form content creation and marketing best practice.
- Stay on top of trends and best practice across marketing, apply learning to own work and advise others to do the same.

Marketing support

- Provide marketing expertise to support colleagues across the organisation to promote their activities to priority audiences.
- Support campaign delivery through building and optimising digital campaigns, supporting activity owners to deliver key KPIs and maximise budgets.
- Produce and manage a range of internal tools to manage and evaluate marketing campaigns in line with the Fundraising & Engagement and wider organisational strategies.
- Create and manage digital fundraising resources including how-to guides and downloadable materials.

Channel management & content

- Manage and optimise digital channels, using audience insight to create tailored, high-impact content. Foster high levels of engagement across platforms through proactive follower management and interaction.
- Support the Public Fundraising team to moderate event and product fundraising groups, engaging this audience to drive increased giving and lifetime value.
- Create compelling short form content tailored for channels and audiences to support organisational objectives, including interactive and dynamic content, digital assets, social posts and so on.
- Build, edit, and maintain webpages, ensuring accuracy, accessibility, and alignment with brand and UX guidelines.
- Manage website housekeeping, regularly reviewing content for relevance, quality, and performance.
- Create and build email campaigns, ensuring content follows best-practice for deliverability and engagement.

Contributing to our culture

In addition, all staff are expected to:

- Contribute positively to the charity's culture by creating a welcoming and inclusive environment for all colleagues, working collaboratively and taking accountability.
- Proactively raising misalignment to the strategy or inefficiency.
- Support the capture of high quality data for insight.
- Apply the charity's approach to open, regular, well delivered feedback.
- Flag risks and follow processes to manage risk.

Due to nature of the role, you will sometimes be asked to work outside of office hours and there will be occasional travel across the UK.



Person specification

The best person for this role will have experience of:	Essential	Desirable
Marketing campaign delivery or planning	X	
Managing, optimising and delivering posts across digital channels, including responding to comments and engaging with followers to build meaningful interaction	X	
Creating compelling interactive and dynamic digital content tailored to channels	X	
Using design software such as Canva		X
Using content management systems to optimise across channels (Mailchimp, web CMS such as Drupal, social media scheduling platforms like Sprout Social)	X	
Working knowledge of best practice in areas of digital marketing such as web and SEO, email, paid and organic social media	X	
The best person for this role will have the skills to:	Essential	Desirable
Maintain a high degree of accuracy and attention to detail across work	X	
Think creatively to engage audiences and create powerful content	X	
Manage projects to deliver high quality work to deadline	X	
Work to challenging deadlines and to proactively manage competing priorities	X	
Harness the use of AI to maximise efficiency without compromising on quality		X
Stay on top of trends across digital channels and implement appropriate learning across our work	X	
The best person for this role will be (behaviours):	Essential	Desirable
Collaborative, with a flexible approach to supporting across the organisation	X	
Open to feedback and driven to deliver high quality work	X	
Curious, externally facing and driven to implement learning from elsewhere	X	
The best person for this role will be qualified in:	Essential	Desirable
No specific qualifications required	N/A	



Benefits



Holidays

Staff start with 25 days' annual leave entitlement, rising to 27 days after one year's service and 30 days after two years' service and also receive statutory public holidays. This is pro-rated for part time staff.



Employee assistance programme

All members of staff, their partners and any dependants between the ages of 16 & 24 in full time education, have access to a free and anonymous service providing information, expert advice and specialist counselling to deal with a wide range of issues staff may encounter in their personal or work lives.



Health Service Discounts

All Target Ovarian Cancer staff are eligible to sign up to the NHS Health Service Discounts website as healthcare-related charity staff and receive discounts on shopping, insurance, mobiles, and more!



Volunteering

All staff are encouraged to volunteer at Target Ovarian Cancer events at least twice a year. Time off in lieu is given for these volunteering times when staff volunteer out of working hours.



Pension

5 per cent employer contribution.

Meet the team



I was made to feel so welcome by everyone at Target Ovarian Cancer from my very first day, and that support has definitely continued. The hybrid working model works well, but there are still plenty of great opportunities for us all to meet in person. Everyone has a really strong understanding and passion for our work and what we're here to achieve, and it's fantastic to be a part of that."

- Anna, Digital Marketing Manager



Benefits



Interest-free season ticket loan

Allowing staff to spread the cost of annual public travel to and from the office over a set period of time.



Childcare vouchers

Available to those already on the childcare voucher scheme.



Buddy system

All new starters are allocated a buddy to help welcome them into the charity and support them in settling in.



Hybrid working

Our hybrid working policy means staff may usually work from their home or remote location, and are expected to attend meetings and pay for their own travel to the office in Angel, London when required.



Social committee

Target Ovarian Cancer's social committee organises fun social events creating a sense of togetherness and wellbeing among our valued staff.



Flexible working

Our standard full-time working week is 35 hours. We make every effort to support flexible working requests where possible (we respect people's different working preferences and the need for a healthy work-life balance).

Equal opportunities

Target Ovarian Cancer is committed to the promotion of equal opportunity and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.



How to apply

To apply, please submit a CV and cover letter to jobs@targetovariancancer.org.uk.

Please also complete this [equalities monitoring form](#) and send to equalities@targetovariancancer.org.uk.

Please submit your application by 23:59 on 10th May 2026.

If you would like to receive a paper copy of the recruitment pack, please call 0207 923 5470 or email jobs@targetovariancancer.org.uk with the address you would like us to post it to.

We want to make our recruitment accessible to all, if there is a way we can support you in your application, please contact us at jobs@targetovariancancer.org.uk.

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Registered office: 10-18 Union Street, London, SE1 1SZ. Registered charity numbers 1125038 (England and Wales) and SC042920 (Scotland).

Find out more



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