

Digital Engagement Officer (12-month Placement)

Reports to: Head of Support

Location: Hybrid, or in our Leeds city-centre office

Salary: Living wage

Hours: Full-time (37.5 hours per week)

Contract: Fixed-term, 12 month placement supported by the Rank Foundation

Purpose of the Role

People keep telling us "I wish I'd found you sooner". We're on a mission to change this. Are you the person to help?

brainstrust provide critical emotional and practical support to around 4,500 brain tumour patients each year, a relatively small proportion of the 80,000 people living with a brain tumour. Furthermore 12,775 more people are diagnosed annually. Our ambition is to double the number of people we are helping with our coaching, events and information in the next 5 years. And we know that for most people, their search for support begins online.

To help achieve this, we are creating a 12-month Digital Engagement Officer role to lead a focused project aimed at increasing *brainstrust*'s digital visibility and engagement. You will help us reach more people, sooner on their journey, by taking our support, influence, and information into the online spaces where patients and caregivers are seeking help.

This hybrid communications and support role will develop, deliver and measure engaging, evidence-based content across social media, our website, and email channels. By growing awareness and participation in our community, the Leader will help more people feel less alone, less afraid, and more in control, while building a sustainable foundation for future digital engagement.

This is a 12 month post at *brainstrust* that is funded and supported by the Rank Foundation as part of their Time to Shine programme. Time to Shine is a leadership programme for people who are just starting their career in the social sector to develop skills and confidence. Time to Shine aims to develop capacity and bring about sustainable improvements to the charity's performance while improving employment prospects and building interest in career opportunities within the social sector.

About your responsibilities

Reach and awareness

- Create, schedule, and publish engaging posts across social media channels used by our communities
- Share accurate, accessible information about living well with a brain tumour, promoting discussion, mutual community support and engagement/activation.
- Support campaigns that raise awareness of *brainstrust* services and tools for patients and caregivers

- Work with the communications and support teams to test and grow meaningful digital reach, where more people with a brain tumour are supported and given a voice.

Engagement and empowerment

- Build conversation and community by responding to comments, messages, and shared stories meaningfully. You will take *brainstrust*'s support to new places, online, where it is most needed
- Amplify lived experience content that helps others feel seen and supported
- Growing the value and reach of our expert and community events - taking the conversation beyond our online events and webinars
- Help track engagement and learn what content truly supports patients, using our progress tracker impact toolkit

Content creation and storytelling

- Draft and edit copy for digital channels in *brainstrust*'s warm, clear, and supportive tone
- Work with colleagues and our community to source and share patient stories, expert advice, and updates
- Create visual content (graphics, short videos, infographics) using tools like Canva or Adobe CS and in collaboration with our designer
- Help maintain and update website content relevant to patients and caregivers

Learning and collaboration

- Collaborate closely with the Support and Communications teams to align messaging and impact
- Keep up with digital trends, accessibility best practice, and health communication standards
- Take part in mentoring and training to grow your skills in digital engagement, storytelling, and behavioural insight.

About you

Essential

- A passion for using digital communication to help people access support and feel empowered.
- Strong written and visual storytelling skills with attention to empathy and clarity.
- Confidence using major social media platforms professionally.
- Organised, curious, and eager to learn.
- Comfortable using digital tools and social media, such as Canva, Mailchimp, and basic website editors (e.g. WordPress).
- Alignment with *brainstrust*'s mission and values.

Desirable

- Experience creating short-form videos (e.g. Reels or TikToks)
- Understanding of digital engagement metrics and how to use data to inform content
- Awareness of health communications, patient engagement, or charity campaigns

What You'll Gain

- Real-world experience in digital health communication and patient engagement
- First-class mentoring and professional development as part of the Rank Foundation's Time to Shine programme

- The opportunity to make a meaningful difference in how people live with and beyond a brain tumour
- A welcoming and collaborative team committed to your growth and wellbeing.

Apply now

Please submit by email your CV and a covering letter which highlights the key reasons you are the right person for the role. Please send these to join.us@brainstrust.org.uk by 1700 on Wednesday 11th February, which is when this role closes. Reference 'Time to Shine' in the subject.

You must be available to start work in this role with *brainstrust* on Tuesday 7th April. You will be required to attend the launch conference on the 14th April, 28th April or 6th May, and leadership development days throughout the year.

brainstrust is an inclusive organisation. We are committed to equal opportunities, we recognise the need for greater diversity in the charity sector, so we welcome and encourage candidates from a diverse range of backgrounds to apply for this role.

To allow continual monitoring and improvement of our equality, diversity and inclusion policy, as part of your application you must complete **this anonymous survey**, once you have submitted your application. Your responses are not linked to and will have no bearing on the outcome of your application. They will inform how we advertise roles in the future.

If you would like to talk about any aspects of the role please call us on 01983 292 405.