

# My Life Films

## **Job Title: Marketing Officer**

**Location:** Mainly Home-based – but regular office-based days in Richmond upon Thames

**Salary:** £ 25,000 - £28,000 depending on experience, pro rata, freelance day rate depends on experience

**Start date:** As soon as possible

**Appointment:** FTC for 12 months, 2-3 days per week , or Freelance

**Interviews: w/c 24<sup>th</sup> of January 2022**

## **About Us**

My Life Films is a charity registered in England and Wales that uses creative filmmaking to improve the lives of people affected by dementia. In 2016 we won awards for Charity Start-up of the Year and Outstanding Dementia Care Product of the Year for our life-story filmmaking service. In 2020, we launched the world's first dementia friendly on-demand channel My Life TV across the UK.

We are passionate about our services to people living with dementia and are looking for a self-motivated, team-orientated Marketing Officer who thinks creatively and can play a key role in growing the reach of our new service: My Life TV, the first dementia-friendly on-demand channel, available at home and in care home settings across the UK. It's like Netflix with content specifically curated for the cognitive needs of people living with dementia and aims to improve the mood and wellbeing of people living with dementia, as well as improve social interactions.

You will be working in a small team and will support the growth of our new service My Life TV through the use of a range of marketing channels. You will also be key to planning and delivering wider campaigns to ensure our established life story filmmaking service is known and used.

## **We are looking for someone:**

- Who is passionate about our cause and brings strong marketing, digital media and communication skills to the post
- Who has experience in organic and paid social media marketing, SEO and PPC campaigns
- Who thinks creatively and can play a key role in growing the reach and reputation My Life TV and our charity services in general
- Who can create timely and compelling copy and content
- Who can work collaboratively with colleagues, stakeholders and external partners

## **MAIN RESPONSIBILITIES**

- Lead the marketing and communication strategy across owned, earned and paid media in rolling out our new services My Life TV, with the aim to maximise our brand and service reach to beneficiaries across the UK
- Find, test, operate and constantly review the most efficient social media and other marketing channels to drive subscriptions to our new services
- Lead the marketing and communication strategy and activities for our existing life story filmmaking service.
- Provide creative and innovative solutions to increase the charity profile to identify potential opportunities for new PR and marketing campaigns
- Develop an integrated content calendar across all our channels.
- Create and manage organic social media content including social media community management
- Create, manage and optimise paid campaigns (through social media and PPC)

# My Life Films

- SEO management with focus on optimising site content for SEO
- Ensure reporting, monitoring and evaluation processes are robust and provide the necessary key performance information to the Director of My Life Films and the Trustees

## Competency

- At least 3-years' experience marketing, social media and paid campaign management and optimisation
- Experienced in content management, creating editorial calendars and web publishing platforms
- Experienced in driving engagement with customers/consumers and delivering results via a wide channel mix and methodologies
- Experienced in devising, delivering and evaluating campaigns with a rolling programme of marketing activity
- Experience in running ATL and BTL marketing campaigns and journeys including audience development, lead generation and conversion
- Experience in data analytics (Google analytics, Adobe etc.) and performance management
- Excellent copywriting skills
- Photo-editing, graphic design and social video experience
- Experience with eCRM tools to understand, segment, target and evaluate audience data and activity successfully
- APP marketing experience is beneficial
- IT skills including Microsoft Office, CRM systems and social media management tools

**To apply**, submit your CV & Cover Letter to Monika Lang, Director of My Life Films  
[monika@mylifefilms.org](mailto:monika@mylifefilms.org)