



## **Social Media Officer**

RareCan is an exciting, UK-based medtech startup aiming to improve the lives of people affected by rarer forms of cancer by accelerating research. We are looking for brave self-starters with a talent for getting things done and a strong customer focus. If you are determined to make a difference and want to get your sleeves rolled up in a fast-evolving startup, we look forward to hearing from you.

We are recruiting a Social Media Officer to support the RareCan Communications team with all aspects of social media including Facebook, Twitter, Instagram, LinkedIn, Youtube & TikTok. This is a fantastic opportunity with the successful candidate joining a new business and new team with the ability to help influence decision making as the business grows.

### **Main Duties will include:**

- Work with team to create engaging content plan for weekly social media posts
- Participate in conversations about rare cancer and raise RareCan's profile across all social media platforms
- Respond to all social media comments and queries in Facebook/Instagram
- Work with the Digital Marketing Manager to support with Facebook and Google Advertising campaigns as and when required
- Monitor social media activities of other key cancer businesses and charities and comment and engage with their members and start conversations
- Stay up to date with social media trends and ensure social media posts stay relevant
- Grow the RareCan social media Audience and help to develop RareCan brand awareness
- Identify gaps in RareCan membership process and work with the team to implement campaigns to improve the communities

### **Essential Skills required:**

- Passion for social media
- Excellent communicator, both written and spoken
- Have a strong sense of empathy and a good listener
- Self starter and able to manage own workload
- Able to work individually and as part of a team
- A clear understanding of the importance of confidentiality

### **Desirable Skills required:**

- Social media marketing experience
- Google Adwords/Facebook advertising experience
- An understanding of the journey a cancer patient may be on
- Educated to degree level
- A strong knowledge of the internet and technology
- Knowledge of health tech industry