



Job Title:	Social Media and Marketing Officer
Reporting to:	Director of Policy and Communications
Hours:	Full time, 37.5 hours
Contract:	Permanent
Salary range:	£30,000 p/a
Location:	Head Office: Shepherd's Bush, London This role is required to be in the office for a minimum of 2 days per week.

ROLE PROFILE

Our work

We are an ambitious, dynamic and impactful charity. Following their sons' diagnosis of Duchenne muscular dystrophy (DMD), Emily Reuben and Alex Johnson founded Duchenne UK in 2012.

DMD is a devastating progressive condition diagnosed in early childhood which causes all the muscles in the body to gradually weaken. There is currently no cure for DMD, so Emily and Alex set up Duchenne UK to change this.

Since 2012, we have raised more than £30 million to end the devastating impact of DMD. We fund ground-breaking scientific research to find effective treatments. We've developed the clinical research infrastructure to deliver DMD clinical trials in the UK. We engage industry and regulators to accelerate access to treatments. We're developing innovative assistive technologies to transform the lives of people living with DMD. And we're here to support every family affected and ensure that they receive the best possible care. We aim not only to improve quality of life but stop the disease in its tracks. We're doing it faster too, because this generation of patients can't wait.

Alex and Emily were awarded OBEs in The King's Birthday Honours List in 2023 in recognition of their services to charity and to people living with DMD. They, and the dedicated and effective team they have built at Duchenne UK, are now at the forefront of this work in the UK.

New opportunity to join our team

We have a new opportunity to join our team and build on these achievements. We are recruiting for a **Social Media and Marketing Officer** to enhance our marketing efforts, grow our reach, and drive income – so we can continue to deliver advances in research and deliver real change for people living with Duchenne muscular dystrophy play a vital role in helping us achieve our mission.

This is an exciting opportunity to manage and develop our social media presence to help us raise awareness of DMD, engage our





community, and share the powerful stories behind our work. If you're passionate about delivering digital campaigns and developing content that inspires action, we want to hear from you. This role is required to be in the office for a minimum of 2 days per week.

Working for Duchenne UK

We are a friendly, energetic, and determined team. As we are led by two parents of boys who live with DMD, our team has a very strong feeling of contribution to our mission.

We prioritise team building and wellness through an annual offsite Team Away Day and an annual offsite Wellness Day, alongside social activity throughout the year.

In the summer months of July and August, staff benefit from 'Summer Fridays', allowing them half days on Fridays (pro rata'd for part time staff) to enjoy the long summer weekends.

About the role

The **Social Media and Marketing Officer** will deliver high-performing digital marketing campaigns that drive supporter acquisition and engagement. Working within the charity's Policy and Communications team, you will focus on content creation to support a broad range of charity initiatives, ranging from fundraising campaigns to promoting events including our annual conference and signature fundraising event, the Duchenne Dash, and disseminating news to our stakeholders and community.

Reporting to the Director of Policy and Communications, you will lead the execution of digital campaigns, work to strengthen our presence on social media and grow our audience to amplify our communications and marketing activity, produce impactful marketing materials, work with community representatives and ambassadors to develop case studies and support with wider marketing and communications activity.

Job Description

In the role you will:

- Support the implementation and delivery of multi-channel campaigns that build awareness of Duchenne UK's work, promote our events, projects and outputs, and support fundraising goals.
- Take responsibility for the charity's social media channels (Facebook, Instagram, LinkedIn and TikTok), ensuring consistent, engaging, and mission-led content – planning, scheduling and publishing content.
- Help manage the digital marketing content calendar and coordinate content with colleagues across the organisation.
- Create a variety of digital content, including graphics, videos, reels, stories, blogs, and newsletters.



- Monitor and, where appropriate, respond to, and engage with followers and messages.
- Manage the charity's regular e-newsletter using tools such as Dotdigital.
- Stay up to date with trends in digital communication and identify opportunities for innovation.
- Create detailed campaign plans, including channel selection, content requirements, and delivery timelines.
- Monitor campaign performance using analytics tools and dashboards, providing actionable insights.
- Ensure staff and volunteers feel informed and inspired through engaging internal updates and on-brand messaging.
- Harness social media channels to raise the profile of the organisation and promote our work and policy positions and grow our audience on LinkedIn, Facebook and Instagram.

Person Specification

Essential experience:

- Experience of writing for a range of audiences and using different channels to produce convincing, clear and succinct content across a range of platforms such as socials, blogs, web and print.
- A strong eye for detail and the ability to create content that resonates.
- Experience of using digital and social media for influencing and campaigning purposes.
- Experience supporting the development of and implementing social media strategies to increase engagement, reach and donations.
- Experience managing competing demands, meeting deadlines, and juggling multiple projects effectively.

Essential skills and attributes:

- Highly motivated with a passion for improving the life outcomes of people living with DMD. Proficient with all main Microsoft Office packages
- Ability to demonstrate sensitivity to the needs of patients and families, with resilience to navigate challenging situations.
- Proficiency with digital platforms, content management systems, and marketing tools.
- Excellent interpersonal skills with people of all ages and backgrounds.
- Ability to work on own initiative.
- Ability to build excellent working relationships both internally and externally.
- Good organisational and workload management skills.

Desirable experience:

- Experience delivering impactful social media led fundraising strategies
- Experience running social media presence for an organisation and harnessing social media to promote and showcase events
- Experience using Dotdigital or similar digital marketing software and producing newsletters and other marketing emails.

**Desirable skills:**

- Graphic design skills and working knowledge of Canva and Adobe design suite.
- Experience with Pay-Per-Click (PPC) campaigns across platforms such as Google Ads and Meta Ads Manager.

Benefits

- 25 days of annual leave + 8 days of public holidays (both pro rata)
- Summer Fridays – half days on Fridays in July and August (pro rata)
- Flexible working policy
- Hybrid working with a minimum of 2 days in the office per week
- Standard Employer Pensions contributions after 3 months
- Team wellness day and team away day
- Training and development opportunities

Terms and conditions

The appointment is subject to satisfactory references and an initial six-month period of probation, during which performance will be regularly reviewed. The applicant must have the right to work in the UK and provide relevant 'right to work' documentation.

Relevant training will be provided during induction as well as opportunities to develop your career through experience of different aspects of the charity's work and working with colleagues on new initiatives.

Sound like the job for you? We'd love to hear from you.**Applying for this job**

Please send us a copy of your CV with a cover letter that covers:

1. Please tell us why you would like to work for Duchenne UK.
2. In the job description, we have highlighted a range of essential experience and skills that we need. Please describe how you have demonstrated these with practical examples.
3. If you think you have other qualities, we have not mentioned but which you think suit this role, please let us know. We want to know some of the things you have done and the experiences you've had, and what you think they have taught you.
4. Tell us one thing that really excites you about this role.

If you would like to discuss the role, please contact recruitment@duchenneuk.org

Please email your application to recruitment@duchenneuk.org by 10am on Tuesday 17 March 2026

Interviews will take place w/c 23 March 2026 at the Duchenne UK offices in Shepherd's Bush.

Start date: April/May 2026 (TBC)

