



## We're looking for a Marketing Manager to join our team

**Salary:** Circa £40,000

**Base:** Central Edinburgh

**Hours:** Full time and permanent. A working week of 35 hours where core working hours are 10am - 3pm, Monday to Friday, with a one-hour lunch break. A flexible working policy is offered. The office is open 7am – 7pm daily and we are currently testing hybrid working; all full-time, office-based staff are required to work at least two days per week in the Edinburgh office.

**Benefits:** 10% employer pension contribution; employee assistance programme, enhanced maternity/paternity pay, enhanced sick pay, 33 days' paid holiday annually, plus four public holidays as paid leave days over 25, 26 December and 1, 2 January; Cycle to Work and Travel Season ticket schemes available.

## Who are we?

Worldwide Cancer Research is a small charity with immense ambition – to end cancer by starting new cancer cures worldwide. We find and fund innovative ideas at the start of the cancer research journey all over the world. Starting the life-saving advances of the future by sowing the seeds of new discoveries today. Funding brand new ideas and supporting researchers who ask big, challenging, new questions about how cancer works and how we can control it.

For 40 years our scientists have explored brand new concepts and advanced our understanding of cancer – taking the first step in the research journey that provides new ways to prevent, diagnose and treat cancer. As a charity, we are committed to opportunity without barriers, and we are striving to seek, value and learn from different perspectives and experiences. We want Worldwide Cancer Research to be an inclusive organisation – where everyone can be themselves and feel valued.

We are determined that all applicants and employees receive equitable, fair treatment regardless of gender, sex, age, disability, religion, belief, sexual orientation, marital status or race. We have

pledged to 'Show the Salary' for the roles we advertise - because our team members are at the heart of everything we do to start new cancer cures around the world.

We welcome applications from all communities to help build an inclusive team, as diverse as the scientific community we fund and the families whose lives we impact.

To help start more cancer cures and save lives, we are looking for a Marketing Manager to join the busy Marketing and Supporter Experience team at Worldwide Cancer Research, to help the charity deliver its multi-million-pound funding programme for discovery cancer research.

### **About the Marketing Manager role and why we need you**

We're looking for a marketing devotee ready to use their skills to conquer cancer. You understand the power of audience insight and love to delve into the minds of your market; taking jewels of insight and turning them into campaigns that drive change for our cause.

We'll see you fired-up about the latest advertising trends, formats, or channels because you're curious and like to test and learn. You share marketing "wins" openly and celebrate your fails because that's when you learned the most.

Superpowers? You're a dedicated planner who thrives on ambitious deadlines and wants to make an impact every day. As a strong and spirited critical thinker, you challenge the status quo and suggest new ways to move forward.

Best of all, you're a collaborative person who works well in a creative team. You'll consult your expert colleagues and industry-leading agencies to deliver innovation work that makes an impact. Importantly, you care. You care about people affected by cancer, and you want to start new cures to end their suffering.

Are we describing you? If so, we would really like you to apply.

## How to apply

- Please email your tailored **CV** (no more than two pages) with your **covering letter** outlining your suitability for this role to [recruitment@worldwidecancerresearch.org](mailto:recruitment@worldwidecancerresearch.org)
- **Closing date is Monday 5 December 2022, 12 noon**
- **Interviews will be held over 14 and 15 December 2022**
- Please note your covering letter will be key to the success of your application
- For administrative purposes, please tell us where you first saw this job advertised
- You will find the full **job description and person specification** on [Worldwide Cancer Research careers](#)

## Additional information

Worldwide Cancer Research will hold application data on file for six months after the end of the relevant recruitment round, after which your data is deleted or destroyed. Please view our [Recruitment Privacy notice](https://www.worldwidecancerresearch.org/our-organisation/careers-at-worldwide-cancer-research/) <https://www.worldwidecancerresearch.org/our-organisation/careers-at-worldwide-cancer-research/>.

### **Post: Marketing Manager**

**Responsible to:** Head of Marketing and Supporter Experience

### **Key contacts/relationships:**

**External:** agencies, Partners, Specialist Consultants, Supporters, Stakeholders

**Internal:** Supporter Experience Team, Fundraising and Philanthropy Team, Brand Team, Research Team, Customer Relationship Management (CRM) Team

### **Purpose:**

To plan and implement campaigns to acquire, develop, and retain Worldwide Cancer Research supporters, known as Curestarters.

To support our growth strategy through campaigns that generate awareness, income, and increase Supporter Lifetime Value.

### **Key responsibilities:**

## **Campaign management - planning, delivery and reporting**

- Work collaboratively across the organisation to create and run the annual calendar of marketing campaigns.
- Project manage the annual calendar of campaigns with proactive scheduling, resourcing, and internal communications.
- Manage all campaign budgets to ensure they are accurate and on target.
- Ensure there is post-campaign reporting and analysis in place to document learning.
- Work closely with the Brand Team to commission creative and compelling content for all campaigns.
- Work closely with the Supporter Experience Team to set-up supporter journeys for all campaign activity.
- Deliver internal campaign communications, attend collaboration sessions, and join appropriate working groups or project groups.
- Manage effective relationships with agencies, suppliers, partners, and consultants associated with the delivery of campaigns.
- Ensure campaigns and suppliers are managed in-line with our charity governance and compliance framework.

## **Market Research and Supporter Insights**

- Work with CRM to understand and develop supporter insights to enhance campaigns.
- Manage qualitative and quantitative market research projects.
- Commission new research and analysis with our supporters.

## **Generic information for all roles**

- The responsibilities described within the job description are not intended as exclusive or exhaustive. They are to highlight the major tasks and duties of the role and the post holder may be required to undertake other duties that are consistent with the overall purpose of the role.
- It is expected that every job description will be subject to a regular review. In addition, posts may be reviewed where there is a change in the requirements of the charity.
- Every member of staff is expected to be a role model to others within the charity and those they encounter in the course of their duties upholding the charity's values.

**Person specification:**

<b>Requirements</b>	<b>Essential</b>	<b>Desirable</b>
<b>Educational attainment</b>	Marketing qualification and/or equivalent experience in a marketing role.	
<b>Experience required</b>	<p>Employing market research to inform, develop, and deliver marketing activity.</p> <p>Using data to develop and optimise targeted marketing campaigns.</p> <p>Implementing multi-channel campaigns, e.g. via direct mail, email, digital display, PPC, print, TV.</p> <p>Managing agencies and suppliers including research, media, creative, print, and data.</p> <p>Working to income and performance objectives.</p> <p>Managing budgets.</p> <p>Delivering post-campaign analysis and report writing.</p>	<p>Experience working or volunteering in the charity sector.</p> <p>Knowledge of legislation and guidelines relating to charity marketing and fundraising.</p>
<b>IT experience</b>	<p>Use of CRM systems or customer databases.</p> <p>Proficient in Microsoft Office software.</p>	Use of Salesforce and Marketing Cloud.
<b>Skills and aptitudes required</b>	<p>Highly planned and organised with very strong project management skills.</p> <p>Deadline orientated with astute prioritisation skills.</p> <p>Ability to negotiate professionally, constructively and diplomatically.</p> <p>Strong numeracy skills to assess campaign performance and costs.</p> <p>Analytical skills to identify, question, and interpret performance or research.</p>	
<b>Interests</b>	<p>Charity work.</p> <p>Professional learning and development.</p>	<p>Appreciation of discovery cancer research.</p> <p>Knowledge of Worldwide Cancer Research.</p>

<b>Other requirements</b>	<p>Willingness to understand the vision, mission and strategy of Worldwide Cancer Research.</p> <p>Commitment to attend training courses to update knowledge and skills.</p> <p>Occasional travel throughout the UK if required for meetings/key events.</p>	
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