



We're looking for a Marketing Manager (Fixed Term) to join our team

Salary: Circa £40,000

Base: Central Edinburgh/hybrid

Hours: Full time and fixed term for 12 months. 35 hours a week over core working hours of 10am – 3pm, Monday to Friday, with a one-hour lunch break. The office is open 8am – 7pm daily and our hybrid working policy requires all full-time employees to work at least two days a week in the Edinburgh office.

Benefits: 10% employer pension contribution; private medical insurance; employee assistance programme and counselling service; enhanced maternity/paternity/adoption pay; enhanced sick pay; 31 days' paid holiday/year plus four paid winter public holidays; 2-weeks fully remote working/year; three paid carer days/year; death in service benefit; cycle to work and travel season ticket schemes.

To support the Team's work-life balance, we work a nine-day fortnight where the charity is closed every second Friday.

About the role and what we're looking for

What will you be doing?

- **Championing the needs of supporters, who are known as Curestarters.** You'll take time to understand their needs and commission new market research to unlock new insights.
- **Leading campaigns to drive Brand awareness and grow income.** You'll manage a calendar of marketing activity to engage and inspire Curestarters.
- **Overseeing our media mix.** You'll lead on media planning for the charity and spend time keeping your advertising knowledge up to date.
- **Learning and testing.** You'll lead on reporting for your campaigns and collaborate with colleagues or agency partners to ensure we have the insight to develop new tests to help us improve.
- **Managing our partners.** You'll be the lead manager with our advertising partner, with the opportunity to work with our creative, market research, and digital development partners.
- **Demonstrating our values.** As a Curestarter, you'll demonstrate our values every day – curious, united, real, entrepreneurial and spirited – as you help bring about our vision that no life is cut short by cancer.

What are we looking for?

- As a **customer-centric marketer**, you're comfortable using segmentation, market research, and campaign insights to inform your decision-making.
- You've got a breadth of knowledge through using multiple channels, with a **strong experience in digital**, specifically search pay per click, digital display, and paid social.
- You're a **collaborative person** who works respectfully in a diverse team of experts to deliver work that makes an impact.
- As a **detailed planner and organiser**, you thrive on deadlines and feel confident prioritising your time across multiple, concurrent projects.

Who are we?

At Worldwide Cancer Research, we start new cures. Cancer is still one of the leading causes of death worldwide, but cutting-edge science can give us hope. Discovery research seeks to uncover new knowledge that could change the way we think about cancer. It reveals new ways to prevent, diagnose, and treat cancer that can save lives.

We actively seek unconventional and imaginative ideas from scientists at all stages of their career, across the globe. In some cases, we are the only organisation that will fund a scientist's idea. We take an unbiased approach to research funding by focusing on supporting only the best ideas for new cures. By having a diverse research portfolio, we increase our chances of finding breakthroughs.

Our vision is of a day when no life is cut short by cancer, and we believe we can achieve this by starting the life-saving advances of the future by sowing the seeds of discoveries. Anyone that helps bring forward breakthroughs – including our staff, our supporters, and the researchers we fund – is a Curestarter.

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 – as diverse as the scientific community we fund and the families whose lives we impact.

We are committed to ensuring that we provide equal opportunities to every applicant regardless of age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. We aim to ensure that our recruitment process is unbiased and that everyone is treated equitably because our team members are at the heart of everything we do to start new cancer cures around the world.

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

How do I apply?

- Email your CV and a one-page cover letter to recruitment@worldwidecancerresearch.org. Focus the content of your letter on:
 - 1) Share the defining moments in your career that make you suitable for this role now.
 - 2) Tell us about a time you made something better at work – for a person, a team or a process.

Your letter will be the key to your success and applications without letters may not be considered.

- Please consider the use of AI in your application carefully, we would like original cover letters reflecting your individuality and suitability for the role.
- Please tell us where you saw the role advertised.
- Closing date is **Sunday 27th July, midnight**.
- **First interview:** online Teams calls will be held on **Monday 4th August**. We will contact all applicants as soon as possible after shortlisting.
- **Second interview:** For those shortlisted from the Teams calls, in-person interviews will be held on **Thursday 7th August** in Edinburgh.
- We are a disability confident committed employer – please contact Paula Cahill, our HR Manager, if you have any questions about our recruitment process, accessibility and adjustments to support you: paulac@worldwidecancerresearch.org
- You will find the full **job profile** and our **benefits** on [Worldwide Cancer Research careers](#)



Additional information

Award

Worldwide Cancer Research is a team of around 50 and we run an annual Employee Engagement Survey; in 2024 we achieved a 93% positive response to 'I would recommend Worldwide Cancer Research as a good place to work'.



Privacy

We will hold your application data on file for six months after the end of the recruitment round, after which your data is deleted or destroyed. Please view our [Recruitment Privacy notice](#).

Thank you for your interest in our work.

Full Job Profile

Post: Marketing Manager (Fixed Term)

Responsible to: Head of Marketing and Supporter Experience

Key contacts/relationships:

Internal teams – Marketing & Fundraising teams, Research team and Customer Relationship Management & Analytics (CRMA) team

External – agencies, partners, specialist consultants, supporters (known as Curestarters), stakeholders

Purpose:

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

To support the charity's growth strategy through campaigns that generate awareness, income, and increase Supporter Lifetime Value.

Key responsibilities:

- **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.
 - Coordinate campaign reporting and analysis to optimise campaigns and document the learning outcomes for future use.
 - Working closely with the campaign Project Team, map the end-to-end communication touchpoints for campaigns.
 - Working collaboratively with Brand, commission creative and compelling campaign content.
 - Deliver internal campaign communications and join all appropriate working groups.
 - Manage effective relationships with agencies, suppliers, partners, and consultants associated with the delivery of campaigns.
 - Ensure all campaign and supplier activity is compliant with relevant data protection legislation and in line with organisational information governance policies.
- **market research and supporter insights**
 - Work with CRMA to understand and develop supporter insights to enhance campaigns.
 - Commission and manage new research and analysis projects with agency partners.
 - Lead on the application of the market research findings in marketing campaigns.

- Share the learnings from market research with relevant roles in Team Worldwide.

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.
- Attend regular team training as required.
- 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:

Requirements	Essential	Desirable
Educational attainment	Marketing qualification and/or equivalent experience in a consumer-facing marketing role.	
Experience	<p>Employing market research to inform, develop and deliver marketing activity.</p> <p>Using data analysis to develop and optimise targeted marketing campaigns.</p> <p>Implementing multi-channel campaigns, e.g. email, digital display, print, TV.</p> <p>Digital marketing, specifically search Pay Per Click (PPC) and paid social media marketing.</p> <p>Managing agencies and suppliers including research, media, creative, print, and data.</p> <p>Managing budgets while working to income and performance objectives.</p> <p>Delivering post-campaign analysis and report writing.</p>	<p>The charity sector.</p> <p>Knowledge of legislation and guidelines relating to charity marketing and fundraising.</p>
IT experience	Proficient in Microsoft Office software.	<p>Salesforce and Marketing Cloud.</p> <p>CRM systems.</p>
Skills and aptitudes	Highly planned and organised with excellent project management skills.	

	<p>Deadline orientated with keen prioritisation skills.</p> <p>Ability to negotiate professionally, constructively and diplomatically.</p> <p>Strong numeracy and analytical skills, specifically to assess campaign performance or research and related costs.</p>	
Interests	<p>Charity work.</p> <p>Professional learning and development.</p>	<p>Appreciation of discovery cancer research.</p> <p>Knowledge of Worldwide Cancer Research.</p> <p>Third sector networking.</p>
Other requirements	<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>Commitment to diversity and inclusion.</p> <p>Willingness to demonstrate the charity's values.</p> <p>Occasional travel throughout the UK if required for meetings/key events.</p>	