THE ROYAL MARSDEN CANCER CHARITY

Job description

Marketing Officer



# Job title

# Marketing Officer

# Salary

# Competitive

# Hours of work

# 37.5 hours per week

# Directorate

# Marketing and Communications

# Accountable to

**Senior Marketing Manager, Charity**

# Responsible to

**Head of Marketing**

# Location

# Based at Chelsea (travel to Sutton as required)

# Liaises with

Members of the marketing, communications and digital teams, wider charity team, clinical and service teams across the organisation, design and copywriting freelancers, marketing agencies and consultants and others as required

1. Job Purpose

The Royal Marsden Cancer Charity raises money solely to support The Royal Marsden, a world-leading cancer centre. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

The Royal Marsden Cancer Charity has a three-year strategy that aims to significantly grow our income. Along with funding an existing world-class programme of research, treatment and care, we have also launched a new £70 million capital appeal to build The Oak Cancer Centre that will provide radical new solutions for the research and treatment of cancer.

We are looking for a Marketing Officer to help the Charity achieve its aims and objectives by delivering best in class charity communications that further the role that the Charity plays in supporting the hospital to continue to be world leading. As a key member of the Marketing team, the Marketing Officer must be passionate about health charities and have the skills, creativity and knowledge to contribute to Charity projects and the wider marketing strategy: to raise awareness of The Royal Marsden Cancer Charity and the difference it makes to cancer patients.

This role sits in the Marketing and Communications Department at The Royal Marsden Foundation Trust which supports three main business areas: The Trust, Private Care and The Royal Marsden Cancer Charity. This role will sit within the Marketing Team and is a dedicated Charity role.

1. Key areas of responsibility

**Brand Champion**

2.1 Support the Head of Marketing in maintaining the team vision of ‘Pioneering Excellence’, and driving a culture of best in class marketing.

2.2 Educate and communicate our charity brand principles to both internal and external audiences appropriately, keeping it at the heart of all marketing initiatives.

* 1. Help develop and implement charity brand principles, including visual identity and tone of voice, by ensuring brand guidelines continue to evolve to meet respective needs.
  2. Set up and run brand clinics with the senior charity manager to help build proactive understanding of brand principles and the difference it makes

**Marketing Planning**

2.5 Contribute to the overall marketing and communications plan; working with the Charity Senior Marketing Manager to help plan and propose detailed marketing projects that support the wider marketing strategy.

2.6 Work with the Charity Marketing Manager to establish clear objectives/KPIs upfront and ensure these are delivered against each brief.

* 1. Manage multiple projects and priorities as agreed with Charity Senior Marketing Manager.
  2. Keep project files updated, such as developing and issuing photography schedules, invoicing and writing project updates.
  3. Manage allocated projects, ensuring marketing deliverables and milestones are met. This includes defining the brief and agreeing this with the key Charity stakeholder, defining timings and budgets and gathering quotes. Ensuring work is delivered on time and to budget.
  4. Manage the day to day relationships with our external agencies and freelancers on allocated projects (i.e. design, print, marketing, media).

**Creative Management**

* 1. Manage or support (subject to brief) the creative development process across multiple channels, ensuring clear feedback is given to agencies and/or internal teams in a timely manner.
  2. Provide sound creative judgment, being able to consolidate feedback from multiple stakeholders and provide clear direction back to creative teams ensuring work is delivered to the brief and on brand.
  3. Work collaboratively with Graphic Design Manager to deliver best practice design.
  4. Good understanding of various production processes across multiple channels and be able to deal with suppliers and internal colleagues confidently.
  5. Produce content and marketing collateral which supports Charity objectives.
  6. Liaise with Charity stakeholders, consultants and external contributors to assimilate and edit content for Charity communications, including email, digital and hard copy print.
  7. Prepare and present campaign proposals and creative work to a range of internal stakeholders when required.

**Team Working**

* 1. Work in partnership with PR and Digital teams to ensure that communications developed reinforce The Royal Marsden brand both on and offline.
  2. Work collaboratively and positively with multiple stakeholders across the Trust to deliver effective marketing activity

1. Confidentiality and Data Protection

3.1 All employees of The Royal Marsden Cancer Charity must not, without prior permission, disclose any information regarding patients or staff (please also see the Charity’s policy on Whistleblowing). In instances where it is known that a member of staff has communicated information to unauthorised persons, those staff will be liable to dismissal.

3.2 All employees should comply with the Data Protection Act and the General Data Protection Regulation (GDPR) which comes in to effect from May 2018 and sets out requirements for how organisations will need to handle personal data.

**4. Health and Safety**

4.1 All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and the charities policies on health and safety.

**5. Customer Service Excellence**

5.1 All staff are required to support the Charity’s commitment to developing and delivering excellent customer-focused service by treating patients, their families, donors, supporters, volunteers and staff with professionalism, respect and dignity.

**6. Equality and Diversity Policy**

6.1 The Royal Marsden Cancer Charity is committed to eliminating all forms of discrimination on the grounds of age, disability, gender reassignment, marriage / civil partnership, pregnancy / maternity, race, religion or belief, sex and sexual orientation.

**7. No Smoking Policy**

7.1 There is a no smoking policy at The Royal Marsden Cancer Charity.

**8. Review of this Job description**

8.1 This job description is intended as an outline of the general areas of activity. It will be amended in the light of the changing needs of the organisation.

**9. Employee Specification**

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| --- | --- | --- |
| **Candidates must be able to demonstrate** | **Essential or Desirable** | **Assessed by** |
| **Experience** |  |  |
| Relevant degree or equivalent |  | Application form |
| Marketing and communications experience – no less than 2 years full time employment |  | Application form |
| Proven track record for supporting the delivery of marketing programmes and campaigns – from initial brief to implementation and review and in particular strong experience in direct marketing and marketing of mass participation events |  | Application form/Interview |
| Experience in all elements of the marketing mix – across multiple channels (both online and offline) as a practical and academic discipline |  | Application form/Interview |
| Experience of cross matrix working with a wide range of internal and external stakeholders of all levels |  | Application form/Interview |
| Experience of managing creative work (specifically making sure it is delivered to brand) |  | Application form/Interview |
| Experience of brief writing – to include budget and timings |  | Application form/Interview |
| Experience of delivering clear feedback to agencies |  | Application form/Interview |
| Excellent communication and presentation skills both verbal and written including brief writing, copywriting and presentations |  | Interview |
| Excellent knowledge of creative design principles – showing good creative appreciation and an ability to recommend direction |  | Interview |
| Good production awareness with experience of all forms of print and cost management and efficiencies |  | Interview |
| Methodical worker – with excellent organisation skills and keen eye for detail |  | Interview |
| Excellent project management skills, with the ability to manage many different marketing projects simultaneously and manage priorities accordingly |  | Interview |
| Good problem solving, influencing and negotiation skills |  | Interview |
| Effectively establish and report against KPIs which measure success, impact and effectiveness |  | Interview |
| Positive attitude with a flexible and agile approach to work | Essential | Interview |
| Organised, calm, and professional; ability to work under pressure, delivering to tight deadlines and budgets | Essential | Interview |
| Self-motivated, tenacious and focused on delivery | Essential | Interview |
| Personable and able to work within many teams, good team player | Essential | Interview |
| Able to build relationships at work | Essential | Interview |
| Passionate about Charity marketing | Essential | Interview |

The above attributes have been identified by management to be necessary for this post, and will be used when short listing applicants for interview.