



# **THE ROYAL MARSDEN CANCER CHARITY**

## **Job description**

### **Marketing Officer**

## **Job title**

**Marketing Officer**

## **Salary**

**Circa £27k+**

## **Hours of work**

**37.5 hours per week**

## **Directorate**

**Charity Marketing and Digital**

## **Accountable to**

**Associate Director of Public Fundraising and Engagement**

## **Responsible to**

**Senior Marketing Manager (line manager)**

## **Location**

**Based at Chelsea (travel to Sutton as required)**

## **Liases with**

Members of the marketing, communications and digital teams, wider charity team, clinical and service teams across the organisation, design and copywriting freelancers, photographers, 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.

It is an exciting time to join The Royal Marsden Cancer Charity as we have recently entered a new strategic period. Along with funding an existing world-class programme of research, treatment, and care, we are also raising the remaining millions to build the Oak Cancer Centre at The Royal Marsden in Sutton. This new centre will provide radical new solutions for the research and treatment of cancer.

We are looking for a Marketing Officer to help deliver 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 Charity Marketing and Digital 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.

## 2. Key areas of responsibility

### Brand Champion

- 2.1 Support the Charity Senior Marketing Manager and Head of Marketing and Digital in driving a culture of best-in-class marketing.
- 2.2 Communicate our charity brand principles to both internal and external audiences appropriately, keeping it at the heart of all marketing initiatives.
- 2.3 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.

### Marketing Planning and delivery

- 2.4 Contribute to the overall Charity marketing plan and working with the Charity Senior Marketing Manager, help plan and deliver detailed marketing projects that support the wider Charity strategy and objectives.
- 2.5 Work with the wider marketing and communications team to identify new ways to build awareness of The Royal Marsden Cancer Charity and take an active role in measuring awareness within the hospitals, locally in communities around Chelsea and Sutton, and nationally via the YouGov Charity Index.
- 2.6 Work with the Charity Senior Marketing Manager to establish clear objectives/KPIs for marketing activity upfront and ensure these are delivered against each brief.
- 2.7 Support multiple projects and priorities as agreed with the Charity Senior Marketing Manager to timescale and budget.
- 2.8 Keep project files updated, develop photography briefs and schedules, complete invoicing tasks as required and write project updates.
- 2.9 Support Charity Senior Marketing Officer to 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.
- 2.10 Manage the day-to-day relationships with our external suppliers, such as printers, freelancers, photographers, and creative agencies on allocated projects
- 2.11 Support the Charity Senior Marketing Manager with the delivery of digital marketing activity across the Charity, managing the appointed digital agency and ensuring briefs are delivered to the agency on time and digital activity KPI's are clear and measured, with feedback given to key stakeholders accordingly.
- 2.12 Using the Adestra platform, support the Senior Email Marketing Manager as required with email communications to supporters.

### Creative Management

- 2.13 Support the creative development process across multiple channels, ensuring clear feedback is given to agencies and/or internal teams in a timely manner.
- 2.14 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 brief and on brand.
- 2.15 Work collaboratively with the Creative Manager and the Charity creative team to deliver best practice design and videography.
- 2.16 Apply a good understanding of various production processes across both traditional and digital channels and be able to deal with suppliers and internal colleagues confidently.
- 2.17 Produce content and marketing collateral which supports Charity objectives.
- 2.18 Liaise with Charity stakeholders, clinical staff, patients case studies and external contributors to assimilate and edit content for Charity communications, including email, digital and hard copy print.

- 2.19 Support in the preparation and presentation of campaign proposals and creative work to a range of internal stakeholders when required.

### **Team Working**

- 2.20 Work in partnership with PR/Communications, Digital and wider Charity colleagues to ensure that marketing content and collateral supports The Royal Marsden Cancer Charity brand both on and offline.
- 2.21 Work collaboratively and positively with multiple stakeholders across the organisation to deliver effective marketing activity

## **3. 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 into 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

<b>Candidates must be able to demonstrate</b>	<b>Essential or Desirable</b>	<b>Assessed by</b>
<b>Experience</b>		
Marketing and communications experience	Essential	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	Essential	Application form/Interview
Experience in a good range of the marketing mix – across multiple channels (both online and offline) as a practical and academic discipline	Essential	Application form/Interview
Experience of cross matrix working with a wide range of internal and external stakeholders of all levels	Essential	Application form/Interview
Experience of managing creative work from brief to delivery/print (specifically making sure it is delivered to brand)	Essential	Application form/Interview
Experience of brief writing – to include budget and timings	Desirable	Application form/Interview
Experience of delivering clear feedback to agencies	Desirable	Application form/Interview
Excellent communication and presentation skills both verbal and written including brief writing, copywriting and presentations	Essential	Interview
Knowledge of creative design principles – showing good creative appreciation and an ability to recommend direction	Desirable	Interview
Good production awareness with experience of all print and cost management and efficiencies	Desirable	Interview
Methodical worker – with excellent organisation skills and keen eye for detail	Essential	Interview
Excellent project management skills, with the ability to manage many different marketing projects simultaneously and manage priorities accordingly	Essential	Interview
Good problem solving, influencing and negotiation skills	Essential	Interview
Effectively establish and report against KPIs which measure success, impact and effectiveness	Desirable	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
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The above attributes have been identified by management to be necessary for this post, and will be used when short listing applicants for interview.