

THE ROYAL MARSDEN CANCER CHARITY

Job description
Email Marketing Officer

**Job title** Email Marketing Officer

**Salary range** £28,000 - £32,000 per annum

**Contract** Permanent

**Hours of work** 37.5 per week

**Directorate** Public Fundraising and Engagement

**Accountable to** Head of Marketing and Digital

**Responsible to** Senior Email Marketing Manager

## Location Hybrid

Hybrid working with a minimum of two office days per week. We have offices in Chelsea and Sutton with travel to Sutton required a minimum of once a month.

**Liaises with** Marketing and Digital colleagues, fundraising teams, PR and

Communications. Associated third parties, freelancers, agencies and digital consultants.

# 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 groundbreaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

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## The Marketing and Digital Team

We are a creative and supportive team, responsible for The Royal Marsden Cancer Charity websites, email, social, direct mail, paid advertising and more. This is an exciting time to join our growing Marketing and Digital team as we shape and improve the charity’s digital approach and begin work to significantly increase awareness of The Royal Marsden Cancer Charity.

In this role the successful candidate will be supported by the team to grow their skills and gain experience of planning and delivering high impact digital communications, with a focus on email from lead generation and conversion to retention and reactivation. The successful candidate will also be supported through continued learning and training opportunities.

## The Email Marketing Officer

We are looking for a highly motivated and organised Email Marketing Officer with a background in marketing. The successful candidate will be a proactive worker and able to demonstrate strong communication and collaboration skills. They will play a crucial part in the communications with current and future supporters of the Charity.

Supported by the Senior Email Marketing Manager, the Email Marketing Officer will work closely with colleagues across the organisation to deliver our email programme, building high-quality, personalised email campaigns/journeys, improving email engagement, championing email marketing, ensuring a data-driven approach is taken and helping teams to evaluate their email programme. They will use their creativity and strong copywriting skills to work with members of the Fundraising and PR teams to develop engaging content for our email channel.

This role would be a good fit for someone enthusiastic about learning more and creating digital communications and good customer journeys, and who has keen attention to detail. This role works across teams, in close partnership with various stakeholders, and requires a collaborative and positive approach.

# Key areas of responsibility

### Day-to-day management and improvement of the email programme:

* Assist with the management of the email marketing programme across marketing, stewardship and transactional emails, supporting busy content calendars and managing email production schedules.
* Support on the creation of optimum onward conversion journeys on-site from all email marketing communications.
	+ - Work with colleagues and existing data and insights to understand our supporters needs and behaviours. Use this information to develop content which is engaging, informative, accurate and meets their needs.
		- Support the Senior Email Marketing Manager on the project management, testing and implementation of new functionality within the Email Service Provider (ESP).
		- Provide Fundraising teams with support for all email content whilst developing and improving user journeys across the email schedule, supported by the Senior Email Marketing Manager.
		- Safeguard the integrity of The Royal Marsden’s Cancer Charity’s communications programme, ensuring it complies with data protection regulations and any other applicable legislation.

### Managing our newsletter:

* The Email Marketing Officer is responsible for managing and producing our newsletter (which is currently bi-monthly). With support from the Senior Email Marketing Manager and colleagues, you will deliver the newsletter to show supporters the impact of all fundraising activities and key charity objectives.

### Embedding and promoting email best practices:

* + - Ensure all new campaigns follow email best practices.
		- Support colleagues within the charity to understand and deliver the best email marketing and stewardship experience across key campaigns by providing advice, recommendations, and feedback.
		- Support the Senior Email Marketing Manager in upskilling teams across the organisation, increasing their knowledge andunderstanding of email.

### Analysis and reporting

* Assist with the building of a testing plan and sharing learnings with the Marketing and Digital team and Charity.
* Analyse the effectiveness of our emails using inbuilt analytics, Customer Relationship Management (CRM) reporting and tools like Google Analytics.
* Perform tests and share insights, findings, and best practice with teams to ensure people understand what is working well and how this can improve their areas of work.

# Confidentiality and Data Protection

* 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. All employees should comply with the Data Protection Act and the General Data Protection Regulation (UK GDPR) which sets out requirements for how organisations will need to handle personal data.

# 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, conducting requirements of the law whilst following recognised codes of practice and the charities policies on health and safety.

# 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.

# 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.

# No Smoking Policy

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

# 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.

# Employee Specification

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| **Candidates must be able to demonstrate** | **Essential or Desirable**E/D | **Assessed by** Application form / Interview / Testing |
| **Experience** |  |  |
| Experience using ESP such as Adestra or Mailchimp and ability to quickly pick up new digital tools and software. |  Essential  | Application/ Interview |
| Experience with tools such as Google Analytics or Data studio to gain actionable insight. |  Essential | Application/ Interview |
| Knowledge and understanding of the principles of email marketing best practice. |  Essential | Interview/ Task |
| Experience of digital planning and collaboration tools such as Trello, Microsoft Teams. |  Desirable | Application/ Interview |
| Experience of working in a large, complex organisation such as the NHS, or a health/science organisation. |  Desirable | Application/ Interview |
| Experience of working closely with external agencies, contractors or freelancers across a range of digital functions. |  Desirable | Application/ Interview |
| **Skills** |  |  |
| Excellent writing, copy-editing and proofreading skills,with an eye for detail and a strong command of the English language. |  Essential | Application/ Task |
| Knowledge and understanding of digital technologies, an interest in email marketing and commitment to continuous professional development and learning. |  Essential | Interview |
| Ability to communicate, collaborate and build good working relationships. |  Essential |  Interview |
| Strong organisational skills, ability to work proactively and manage multiple tasks concurrently. |  Essential | Application/ Interview |
| **Other factors** |  |  |
| An interest in cancer and health issues, with an understanding of NHS practices and procedures |  Desirable | Application/ 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.