



THE ROYAL MARSDEN CANCER CHARITY

Job description

Marketing Officer

Job title

Marketing Officer

Salary

Up to £31k

Hours of work

37.5 hours per week

Directorate

Public Fundraising and Engagement

Accountable to

Associate Director of Public Fundraising and Engagement

Responsible to

Senior Marketing Manager (line manager)

Location

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.

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, 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. Together with the hospital 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, The Royal Marsden Cancer Charity funds the development of new ways to improve the lives of people affected by cancer

The Marketing and Digital Team

We are a creative and supportive team, responsible for The Royal Marsden Cancer Charity websites, email, social, direct mail, and paid advertising. We collaborate with teams across the charity to devise and develop impactful and engaging marketing communications across a range of disciplines for our paid, owned and earned channels. This is an exciting time to join our growing Marketing and Digital team as we shape and improve the charity's approach to marketing planning, campaign development and begin work to significantly increase awareness of The Royal Marsden Cancer Charity.

The successful candidate will be supported by the team to grow their skills and experience of planning and delivering high impact communications.

The Marketing Officer

We are looking for an enthusiastic and proactive Marketing Officer to help deliver best in class charity communications that will help us to reach more people and further the role that the Charity plays in supporting the hospital to continue to be world leading.

With support from the Senior Marketing Manager and Senior Marketing Officer, the successful candidate will engage with colleagues across the charity and work on a broad mix of projects from mass

participation events to seasonal appeals, in addition to activities that will help to build brand awareness and inform audience growth.

This role would suit an effective communicator with marketing experience who is keen to develop focused and impactful campaign planning skills.

2. Key areas of responsibility

Brand Champion

- 2.1 Support the Senior Marketing Manager and Senior Marketing Officer in driving a culture of best-in-class marketing by the effective communication of our charity brand principles to internal and external audiences, keeping them at the heart of all our marketing
- 2.2 Help to bring our brand to life, including visual identity and tone of voice, by ensuring brand guidelines continue to evolve to meet respective needs.

Marketing Planning and Delivery

- 2.3 Contribute to the overall marketing plan and working with the Senior Marketing Officer [SMO], help plan and deliver detailed marketing projects that support the wider charity strategy and objectives.
- 2.4 Work with the wider marketing and communications team to identify new ways to build awareness of The Royal Marsden Cancer Charity, actively supporting the SMO in measuring awareness within the hospitals, locally in communities around Chelsea and Sutton, and nationally.
- 2.5 Work with the Senior Marketing Officer to deliver campaigns from brief to output – feed into defining the brief and clear objectives/KPIs; manage allocated project elements, ensure deliverables and milestones are met; liaise with key stakeholders and engage with third party suppliers.
- 2.6 Support the Senior Marketing Officer to manage the day-to-day relationships and associated tasks with our external suppliers, such as printers, freelancers, photographers, and creative agencies.
- 2.7 Support the Senior Marketing Officer with the delivery of paid digital marketing activity, managing our digital agency to deliver paid social, paid search, Google Ads and PPC, ensuring briefs are delivered to the agency on time and digital activity KPIs are clear and measured.

Creative Management

- 2.8 With the Senior Marketing Officer, maintain the upkeep and development of our digital asset management system, Brand Hub, championing its use, onboarding stakeholders and ensuring best practice and continuous learning.
- 2.9 Work collaboratively with the Creative team to deliver best practice design, photography and videography. Provide sound creative judgment, through consolidated feedback and clear direction to external agencies and internal teams ensuring work is delivered to brief and on brand.
- 2.10 Apply a good understanding of production processes [briefing jobs; seeking quotes; reviewing proofs] across both traditional and digital channels and be able to deal with suppliers and internal colleagues confidently.
- 2.11 Support the Senior Marketing Officer and Senior Marketing Manager to produce content and marketing collateral which supports our objectives.
- 2.12 Liaise with stakeholders, clinical staff, patient case studies and external contributors to compile and edit content for communications, including email, digital and hard copy print.
- 2.13 Support in the preparation and presentation of campaign proposals and creative work to a range of internal stakeholders when required.

Team Working

- 2.14 Work in partnership with PR/Communications, Digital and wider colleagues to ensure that marketing content and collateral helps to bring The Royal Marsden Cancer Charity brand to life on and offline.

- 2.15 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 light of the changing needs of the organisation.

9. Employee Specification

Candidates must be able to demonstrate	Essential or Desirable	Assessed by
Experience		
Marketing and communications experience	Essential	Application form
Experience of supporting the delivery of marketing programmes and campaigns – from initial brief to implementation and review.	Essential	Application form/Interview
Experience working across a range of the marketing mix elements and [offline / digital] channels	Desirable	Application form/Interview
Ability to work across multiple teams and with a range of internal and external stakeholders	Essential	Application form/Interview
Experience working with internal / external creative teams to deliver assets from brief through to output / print	Desirable	Interview
Experience of brief writing, including budget and timings	Desirable	Application form/Interview
Experience of delivering clear feedback to agencies	Essential	Application form/Interview
Strong communication skills both verbal and written including brief writing and copywriting.	Essential	Interview
Some knowledge of print production briefing processes	Desirable	Interview
Methodical worker – with strong organisation skills and keen eye for detail	Essential	Interview
Experience of coming up with solutions to problems	Essential	Interview
Positive and self-motivated with a flexible approach to work e.g., able to prioritise	Essential	Interview
Passionate about marketing	Essential	Interview

We have identified the above attributes as being necessary for this post. For those labelled application / interview, please address these when you apply as we will be using them to short list applicants for interview