



THE ROYAL MARSDEN CANCER CHARITY

Job description

Senior Marketing Officer

Job title

Senior Marketing Officer

Salary

Up to £34k

Hours of work

37.5 hours per week

Directorate

Public Fundraising & Engagement

Accountable to

Associate Director of Public Fundraising & 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 expand their skills and experience of planning and delivering high impact communications.

The Senior Marketing Officer

We are looking for a skilled and dynamic Senior Marketing Officer to help develop best in class charity communications to reach more people and further the role that the Charity plays in supporting the hospital to continue to be world leading.

The successful candidate will collaborate 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 a strong and proactive communicator with lots of energy. Someone with a positive and collaborative ethos and who has the confidence, creativity, and knowledge to take an audience focused approach to our projects and the wider marketing strategy.

2. Key areas of responsibility

Brand Champion

- 2.1 Support the Senior Marketing Manager and Head of Marketing in driving a culture of best-in-class marketing by communicating our brand principles to both internal and external audiences and keeping it at the heart of all our marketing.
- 2.2 Help develop and implement brand principles, including visual identity and tone of voice. Support us to ensure 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 Manager, help plan and deliver detailed marketing projects that support the wider strategy and objectives.
- 2.4 Together with the Marketing and Digital team, help us build an insight driven culture, taking an active role in measuring awareness within the hospitals, locally in communities around Chelsea and Sutton, and nationally.
- 2.5 Work with Fundraising colleagues and the Marketing and Digital team to identify new ways to build awareness of The Royal Marsden Cancer Charity.
- 2.6 Manage projects, ensuring marketing deliverables and milestones are met. This includes defining and agreeing the brief with the key stakeholder, defining timings and budgets and gathering quotes. Ensure work is delivered on time and to budget.
- 2.7 Manage the day-to-day relationships with our external suppliers, such as printers, freelancers, photographers, and creative agencies on allocated projects.
- 2.8 Support the Senior Marketing Manager with the delivery of paid digital marketing activity, managing the appointed digital agency to deliver paid social, paid search, Google Ads and PPC, ensuring briefs are delivered to the agency on time and digital activity KPI's are clear and measured.
- 2.9 Using the Adestra platform, support the Senior Email Marketing Manager as required with email communications to supporters.
- 2.10 Oversee the ongoing upkeep and development of our digital asset management system, Brand Hub, championing its use, onboarding stakeholders and ensuring best practice and continuous learning.

Creative Management

- 2.11 Manage or support (subject to brief) the creative development process across multiple channels, bring the brief and brand to life. Ensure clear feedback is given to agencies and/or internal teams in a timely manner.
- 2.12 Work collaboratively with the Creative team to deliver best practice design and videography.
- 2.13 Liaise with stakeholders, clinical staff, patients case studies and external contributors to assimilate and edit content for communications, including email, digital and hard copy print.
- 2.14 Prepare and present campaign proposals and creative work to a range of internal stakeholders when required.

Team Working

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

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

Candidates must be able to demonstrate	Essential or Desirable	Assessed by
Experience		
Experience of working in a marketing and communications role in all elements of the marketing mix – across multiple channels (both online and offline)	Essential	Application form/Interview
Proven track record of leading discrete marketing programmes and campaigns – from initial brief to implementation and review	Essential	Application form/Interview
Experience in direct marketing and marketing of mass participation events	Desirable	Interview
Experience of working across multiple teams, with a range of internal and external stakeholders of all levels	Essential	Application form/Interview
Experience of managing creative work (specifically making sure it is delivered to brand)	Essential	Application form/Interview
Experience of delivering clear feedback to agencies	Essential	Application form/Interview
Excellent communication skills both verbal and written including brief and copywriting	Essential	Interview
Excellent knowledge of creative design principles – showing good creative appreciation and an ability to recommend direction	Essential	Interview
Good production awareness with experience of all forms of print and cost management and efficiencies	Desirable	Interview
Strong project management skills, with the ability to effectively prioritise.	Essential	Interview
Effectively establish and report against KPIs which measure success, impact and effectiveness	Essential	Interview
Positive attitude with a flexible approach to work	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