



Job Title	Associate Director of Marketing & Digital
Directorate	Marketing & Digital
Accountable to	Managing Director, The Royal Marsden Cancer Charity
Responsible for	Marketing & Digital Directorate

About Us

The Royal Marsden is a world leading cancer centre, pioneering research, treatment and care for patients across the UK and worldwide. At The Royal Marsden Cancer Charity, we believe that through funding the life-saving research and world-leading treatment and care at The Royal Marsden, we can save the lives of people with cancer everywhere. 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.

We are a very ambitious organisation which has gone through transformational growth over the past five years. Alongside funding an existing programme of world-leading research, treatment and care, the Charity completed its largest capital appeal to date, successfully raising £70 million to build the Oak Cancer Centre at the hospital's Sutton site, which opened in summer 2023.

With one in two of us expected to develop some form of cancer, it is essential that we go even further in our fundraising efforts to support the essential work of The Royal Marsden. Therefore, we are delivering our most ambitious strategy yet, that will see us raising at least £215m over the 5-year period.

The Charity is committed to raising £200 million, through its Global Cancer Appeal, for a new major development project in Chelsea. There is also an extensive portfolio of engaging projects outside of the capital appeals, that help to support all aspects of the hospital's work to improve the lives of cancer patients.

Our Values

We know that to succeed it is critical to work collaboratively, with a set of shared behaviours that guide and govern how we work every day. In consultation with our staff, we have defined five Values which we believe are central to who we are and how we work and we are committed to living them daily.

We are:

Respectful

We believe in a safe, supportive workplace, seek the expertise and contribution of others and are mindful of the needs of our supporters and stakeholders.

Kind

We are caring, responsive, considerate, and generous with our time.

Ambitious

We have high aspirations and are enterprising in our approach.

Purposeful

We make informed decisions which support our agreed priorities, showing desire and determination to achieve our goals to make a tangible difference.

Versatile

We explore alternative solutions and respond positively to new opportunities to maximise our impact.

The Marketing & Digital Directorate

The dynamic and ambitious Marketing and Digital directorate leads on national brand growth, digital transformation and centralised marketing capability for The Royal Marsden Cancer Charity. They are responsible for driving awareness and engagement across the Charity's website, email, social channels, paid advertising, in-hospital channels, content and campaigns ensuring every touchpoint strengthens our brand and deepens supporter connection.

This is an exceptional moment to join a growing Marketing & Digital team at the heart of the Charity's future. With a £215m 5-year fundraising strategy and the Chelsea Development Appeal ahead, the directorate is shaping a bold, insight-driven approach to marketing, campaign delivery and digital innovation. The ambition is clear: to significantly grow national awareness, reach new audiences, and create supporter experiences that fuel transformational income growth for cancer research and care.

Job Purpose

The Associate Director of Marketing & Digital will provide strategic leadership for The Royal Marsden Cancer Charity's marketing, brand, content and digital functions. As a member of the Senior Leadership Team, the postholder will play a pivotal role in shaping the organisation's brand presence, digital innovation, supporter experience, and public profile.

Alongside funding transformational projects, the Charity has a clear ambition to increase national awareness of its role and to highlight the global impact achieved through its support of the hospital. This postholder will play a pivotal role in this ambition, working in close partnership with senior colleagues across both the Trust and the Charity to align strategies and strengthen shared storytelling. The Trust operates a centralised Marketing, PR & Communications and Creative Services team that supports both organisations, and the postholder will work collaboratively with this team to ensure brand integrity, maximise shared opportunities and deliver high-quality creative output across all channels.

The Associate Director of Marketing & Digital will lead an ambitious team to deliver integrated strategies that increase national awareness, enhance supporter journeys, and drive significant growth in income in support of the Charity's £215m fundraising strategy, including the major Chelsea development appeal.

The role requires a visionary leader with deep expertise in marketing, brand, and digital transformation, able to influence across the Charity, the hospital, and the wider sector.

Working Relationships

The Associate Director of Marketing & Digital works closely with the Managing Director, the Trust Chief Marketing Officer, the Charity Senior Leadership Team, Philanthropy & Partnerships, Public Fundraising, the Trust Associate Director of Marketing, Trust Associate Director of PR and Communications, wider Trust Marketing, PR and Communications and Digital teams, Database and Fundraising Operations, Charity Finance, Grants, Hospital colleagues, suppliers.

Key Areas of Responsibility

Leadership & Strategy

- Serve as a member of RMCC's Senior Leadership Team, contributing to organisational strategy, risk management, and governance, as well as leading by example in line with our values to create an organisational culture where everyone can belong.
- Lead the development and delivery of a long-term Marketing & Digital strategy to position RMCC as a nationally recognised brand with global impact.
- Champion a culture of innovation, collaboration, inclusivity and insight-driven decision making across all marketing and digital activity.
- Provide leadership to the Marketing & Digital Directorate, ensuring clear vision, performance management, and staff development.

Brand, Marketing & Awareness

- Develop and implement an integrated brand and marketing strategy that builds national and community awareness, working towards ambitious awareness KPIs.
- Act as guardian of the RMCC brand, ensuring consistency, impact and integrity across all platforms and materials in close collaboration with the Chief Marketing Officer to ensure alignment with The Royal Marsden brand.
- Oversee high-quality, creative marketing campaigns that engage audiences and drive fundraising growth.
- Work collaboratively with the Trust Associate Director of Marketing to provide leadership on creative development including design, copywriting, videography and photography, ensuring brand integrity and alignment across Trust and Charity communications.
- Commission and interpret market research to inform brand, product and campaign development.

Digital Transformation

- Lead the Charity's digital strategy, ensuring an optimised supporter journey across web, social, CRM, email and digital fundraising channels.
- Oversee digital platforms and architecture in collaboration with the Trust's digital teams, ensuring best-in-class usability, accessibility and innovation.
- Lead the strategic development of digital content, including social media, working collaboratively with Trust Marketing and Digital colleagues to oversee the delivery of a joined-up approach.
- Drive the use of data, analytics and predictive modelling to improve marketing effectiveness and supporter engagement.

Team Leadership & Culture

- Lead, manage and develop a high-performing directorate, promoting RMCC's values and ways of working.
- Foster a culture of inclusivity, innovation, collaboration and accountability.
- Provide opportunities for learning and development across the team to build future leadership capacity.

Stakeholder Engagement

- Build strong, collaborative relationships with senior colleagues across RMCC and The Royal Marsden NHS Foundation Trust, working in close partnership with the Trust's Chief Marketing Officer and Associate Directors of Marketing and PR and Communications, to ensure alignment, integrated communications, and maximisation of shared opportunities.
- Work closely with senior stakeholders, including Trustees, on the development and delivery of high-profile marketing and digital-led projects, ensuring strategic alignment and maximising opportunities to grow awareness and income.
- Represent the Charity externally as a thought leader in marketing and digital innovation within the fundraising sector.
- Act as senior lead for key agency relationships, negotiating and managing contracts to maximise value and impact.

Governance, Risk & Performance

- Lead on business planning, budgeting, and performance reporting for Marketing & Digital, ensuring robust management of the expenditure budget.
- Work in partnership with the Trust Associate Director of Marketing on business planning and budgeting for the Creative team.
- Provide regular progress updates to the Board of Trustees on brand, digital and awareness performance.
- Ensure compliance with the Fundraising Regulator's Code, data protection law, accessibility standards and digital best practice.

Person Specification

Candidates must be able to demonstrate	Essential (E) or Desirable (D)
Experience and knowledge	
Substantial senior leadership experience in marketing, brand and digital within a complex organisation, preferably in the charity or health sector.	E
Demonstrable success in building and maintaining effective cross-organisational relationships to drive collaboration and achieve shared goals.	E
Proven success in developing and implementing high-impact brand and digital strategies that drive measurable growth in awareness and income.	E
Strong understanding of digital user experience, analytics, CRM, social and paid media, and ability to translate insight into action.	E
Demonstrable success in leading and developing multi-disciplinary teams, driving performance and embedding cultural and process change.	E
Significant budget management experience at senior level, with accountability for expenditure exceeding £1m.	E
Excellent influencing and stakeholder engagement skills, with ability to operate confidently at Board level.	E
An interest in cancer and health issues	E
Proven commitment to diversity and inclusion, with the ability to embed inclusive principles across marketing, digital and engagement activities.	E
Experience working in a fundraising charity, NHS, or health/science setting.	D
Experience of leading large-scale awareness or brand change programmes.	D

The above criteria are necessary for this post and will be used when shortlisting applicants for interview and throughout the recruitment and selection process.

Conditions of Service

Salary	£85,000 - £95,000 per annum
Contract Type	Permanent
Hours of Work	37.5 per week
Location	Hybrid working, with a mix of office and home working, based at our Chelsea site, with occasional working from Sutton site.
Benefits	<p>27 days annual leave allowances, contributory pension scheme, life insurance, enhanced maternity and adoption pay, employee assistance programme, subsidised canteens, flexible working and more.</p> <p>Refer to our summary of benefits information attached, and on our website for further details.</p>

Diversity and inclusion

The Royal Marsden Cancer Charity believes in treating people fairly with respect and dignity, and in valuing diversity. We believe that a diverse workforce allows us to deliver on our mission to ensure our nurses, doctors, researchers and supporting staff can provide the very best care and develop life-saving treatments for cancer patients.

We believe everyone has the right to live their life without fear and prejudice and contribute to society in a way which is authentic to them.

It is this core belief that underscores our commitment to providing equal opportunities for all staff and volunteers at the Charity. Our aim is to foster a supportive culture which values the contribution of each member of the team regardless of their age, sex, gender reassignment, sexual orientation, marriage or civil partnership, pregnancy and maternity, disability, nationality, race, religion or belief.

Ultimately, our aim is to create a workforce which is representative of the people we exist to support, whilst contributing to the creation of a more equitable, diverse and inclusive charitable sector.

Summary of Benefits

Work Environment

- Bright modern office in Chelsea, a short walk from South Kensington station.
- Our Sutton office is based in the heart of the hospital, alongside staff and patients. A shuttle service to and from Sutton station is provided in the morning and at the end of the day.
- On-site subsidised canteens.

Pay and Pension

- Competitive salaries benchmarked against the market with annual increases.
- Auto- enrolment in our Aviva pension scheme from day one.
- Up to 6% employer contributions subject to matched contribution from you (increasing with length of service).

Work-Life Balance

- Enhanced occupational maternity and adoption leave and pay.
- Flexible working options to support those with caring responsibilities

Holidays and Time Off

- 27 days annual leave per annum plus UK bank holidays (pro rata for part time staff)
- Entitlement rising to 29 days (pro rata for part time staff) after five years' service.
- Opportunity to carry over 5 days (pro rata for part time staff) into following annual leave year.

Health and Wellbeing

- Self -referral to a confidential counselling service for work related or personal reasons.
- Access to an employee assistance programme designed to save you money and improve your physical, financial, and mental health and wellbeing.
- Free sight test every two years and contribution towards any glasses required for work purposes.
- Generous paid sick leave based on service.
- For members of our pension scheme, we offer life insurance of twice your annual salary subject to the rules of the scheme.

Flexible Working

- Hybrid working for most roles which allows you to work from the office 40% of your time and from home for 60% of your time each month.
- Flexible working hours for most roles which allows flexibility outside of our core hours of 10am to 4pm.
- Provision of laptop to work from home.