



Job Title: **Marketing Manager (B2C)**  
Job Grade: **Manager**  
Reports to: **Head of Marketing**  
Based in: **Harrogate**  
Hours: **Full time, 37 hours**

### Overall Job Purpose

The Marketing Manager helps achieve Yorkshire Cancer Research's strategic aims by;

- Building brand awareness and helping ensure the Yorkshire Cancer Research **brand**, brand values and visual brand identity are accurately presented at all times.
- Extending the charity's **reach** across Yorkshire by developing and implementing marketing activity and campaigns to, and for, the general public, supporters and specific key target audiences (e.g. donors, volunteers, fundraisers, legacy prospects, employers, people at high risk of developing cancer).
- Working with external marketing **partners** to deliver campaigns and marketing activity that builds our brand awareness, reach and generates income / support for our charity.
- Communicating effectively to our current **supporters** to strengthen our relationship with them and creating new opportunities to expand and grow our supporter base.
- Identifying and maximising opportunities to **generate income** and encourage fundraising.

### Key Responsibilities

- Lead the development and implementation of integrated marketing plans and campaigns to grow our brand awareness and extend our reach across Yorkshire. This includes (but is not limited to) awareness of our brand and charitable purpose, fundraising, volunteer recruitment, partnership marketing, influencer marketing and direct marketing to specific communities / target audiences.
- Lead multi-functional project teams (including internal colleagues and external marketing agencies and / or partners) to deliver key marketing projects, campaigns and supporter communications. Making use of the charity's Project Management toolkit,

you will lead projects and be responsible for the business case, project management, budget, KPIs and ensuring stakeholders contribute effectively to the delivery of the integrated plan.

- Identify target audience(s) who may be predisposed to support our charity (or people who are at high risk of developing cancer) and lead market research to discover key insights. Develop and qualify relevant marketing campaigns, communications and collateral that engage target audience(s) and lead to positive action. Identify and test new ways of reaching target audiences and create and implement effective marketing plans and supporter communications (including customer journey mapping, channel choice/mix, database marketing). Work with internal colleagues (e.g. digital marketing manager, CRM manager) and third parties (e.g. partnerships, employers, agencies, suppliers), as appropriate, to reach and engage key audiences.
- Create business cases (cost vs. brand / financial benefit) for new marketing campaigns and initiatives and manage the B2C marketing budget. Track performance of activity vs. key performance indicators (KPIs) and provide progress reports with recommendations on how to further improve performance.
- Work with the Head of Marketing to create a 12-month rolling plan of marketing activity to support the charity's strategy and the marketing team's objectives (brand awareness, engaged supporters, income generation).
- Work with the Head of Marketing and be the key point of ownership for our charity's Brand Guidelines ensuring these are effective for brand users, that they are well understood throughout the charity and actively advance Yorkshire Cancer Research's core values and strategic direction. Work with the brand agency and / or graphic designer to grow and evolve guidelines to meet our strategic needs.
- Be the key point of contact within the marketing team for internal stakeholders (e.g. Retail, Events, Fundraising) and provide support to enable them to deliver their marketing needs in an effective and timely manner, delegating tasks to the Marketing Officer as appropriate.
- Line manage the Marketing Officer and manage their workload and performance through monthly objective setting and review meetings and regular one-to-one line management discussions. Play a key role in helping the Head of Marketing (as required) to lead marketing team meetings.
- Lead day-to-day agency relationships and involve the Head of Marketing appropriately to deliver B2C marketing activities. Ensure agency briefs are insight-led with clear objectives and agency deliverables. Manage external agencies and suppliers to ensure project briefs are delivered to the required specification, timeframe and budget.

- Ensure all marketing campaigns and communications are approved by the Head of Marketing (or an agreed alternative in their absence) before they are produced.
- To undertake additional responsibilities and lead projects outside the key job duties, both within the marketing team or across the charity, as the charity may reasonably require. Deputise for the Head of Marketing as / if required.

### **Knowledge and skills**

- Excellent marketing experience with a track record of delivering successful campaigns and integrated marketing plans across a range of different channels - from mass media to targeted marketing activity, both offline and online. At least 5 years' experience working at Marketing Manager level or above.
- Strong leadership skills, a 'can do' and pragmatic attitude and a strong personal drive to achieve.
- Brand experience: a good knowledge of brand building, what is required to create a strong and consistent brand and knowledge of how to build brand awareness.
- Possesses creative flair with the ability to generate ideas and solve problems.
- Excellent collaboration and communication skills. Ability to encourage and inspire stakeholders.
- Highly organised with an ability to deliver multiple projects on time and to budget. Able to work effectively under pressure and to tight deadlines.
- Attention to detail, ensuring campaigns and communications are well constructed and demonstrate excellent literacy skills.
- Numerate and able to build businesses cases.
- Highly motivated when working independently and as part of a team.
- Has previous line management experience (at least 3 years). Able to develop people and teams and effectively manage performance.
- Budget management experience.
- A good understanding of / experience of marketing in the charitable sector is highly desirable.

## **Experience**

- At least 5 years marketing experience in a B2C marketing, brand marketing, charity marketing or a communications role at manager level or above. Charity marketing experience is highly desirable.
- Consumer / B2C marketing experience is essential. Excellent understanding of the full marketing mix including campaigns, ATL/BTL advertising, digital, social and direct marketing are required to perform this role. Strong training / background in classic B2C marketing and / or charity marketing role.
- Brand experience is required, experience of delivering brand-aligned marketing campaigns and a good knowledge of branding / brand-building is essential.
- Proven track record of delivering effective and insight-led marketing campaigns that drive brand awareness and generate ROI / income.
- Experienced at using customer insight to inform campaigns, creative brief development, messaging and media choices.
- Project management experience, confident leading multi-disciplinary marketing projects and teams.
- Used to managing and reporting campaign performance and budgets.
- People management skills and min. 3 years direct line management experience.

## **Qualifications**

- Educated to degree level or equivalent qualification / work experience in related field.
- Has proactively worked to advance career through continued professional development relevant to the role and level.
- An understanding of marketing within the charity sector.



## Our Values

Values	Behaviours to be demonstrated
<b>DELIVER IMPACT</b>	<p><b>Drive for results:</b></p> <p>Searches out target audience intelligence to inform decisions, taking time to understand target audience requirements and insights.</p> <p>Thinks analytically about Key Performance Indicators (KPIs) and how to achieve them.</p>
	<p><b>Efficiency:</b></p> <p>Understands the availability of resources, making and following plans to leverage these for best effect.</p> <p>Sets timescales and pushes to make things happen quickly and efficiently.</p>
<b>HAVE INTEGRITY</b>	<p><b>Honesty and respect:</b></p> <p>Earns the trust and respect of line reports, colleagues and business contacts by being reliable and professional at all times.</p> <p>Represents Yorkshire Cancer Research values and behaviours through all contact with potential and existing suppliers.</p>
	<p><b>Courage and conviction:</b></p> <p>Is decisive in establishing clear priorities for self and team.</p> <p>Tough and resilient when dealing with change.</p>
<b>CHAMPION EXPERTISE</b>	<p><b>Continuous improvement and innovation:</b></p> <p>Uses data and facts – rather than anecdotes - to influence decision-making.</p> <p>Takes the initiative in identifying and embracing the opportunity for improvement and puts this firmly on the Yorkshire Cancer Research agenda.</p>

	<p><b>Governance / control:</b></p> <p>Contributes to the development of new processes and ways of working that address/meet relevant governance and control requirements.</p> <p>Follows the Charity’s ethical code of conduct and ensures suppliers do too.</p>
<p><b>ONE TEAM</b></p>	<p><b>Collaborative:</b></p> <p>Collaborates cross-functionally to facilitate high levels of organisational alignment.</p> <p>Develops and maintains a network of contacts outside and across Yorkshire Cancer Research.</p>
	<p><b>Leadership:</b></p> <p>Is a role model for Yorkshire Cancer Research values.</p> <p>Builds an effective, collaborative team.</p> <p>Provides clear, consistent messages about the direction of Yorkshire Cancer Research.</p> <p>Actively supports change.</p> <p>Encourages and allows people to take responsibility and exercise initiative.</p>