

the  
overseas  
disability  
charity



## (Senior) Marketing Executive Recruitment Pack



## About Us



### CBM UK

CBM is the largest charity focussed on transforming the lives of people affected by disability in the world's poorest places, reaching around 70 million people globally each year. Working through local partners and based on Christian values, we tackle poverty, prevent blindness, improve health and support disabled people.

CBM UK is one of 11 member associations around the world and is based near Cambridge. Our team of 25 staff, together with our committed Board, has ambitious plans for the future.

### CBM UK's Fundraising & Communications Department

Our dynamic department of 12 is dedicated to maximising funds available for our charitable work and increasing the impact of CBM and our key messages. Our fundraising streams currently include direct marketing, community fundraising, legacies, major individual donors, corporate partnerships, trusts & foundations, as well as statutory partnerships. Sitting within the Fundraising & Communications department, the Supporter Growth team is responsible for recruiting, developing and retaining supporters to principally raise unrestricted funds via direct marketing and community fundraising.

We're recruiting for an exciting marketing role in our highly-skilled and motivated Supporter Growth team. This is a key post, delivering direct marketing campaigns to inspire 80,000 UK supporters and raise money for CBM's important work, contributing to annual UK income of around £7m. This post is open to applicants of both Senior Executive and Executive level; the role responsibilities and salary package will reflect the successful applicant's experience. CBM places emphasis on professional development and training for its employees.

## Employee Benefits

- All full-time employees are entitled to 25 days holiday per year in addition to UK public holidays
- CBM places an emphasis on professional development and training for its employees in order to enable them to fulfil their roles. We support employees in their desire to further their qualifications and careers, including offering opportunities to undertake study for relevant qualifications. Specifically, the person in this role could receive fully funded support for study towards a Chartered Institute of Marketing or Institute of Fundraising qualification
- A visit to one of our projects overseas may be possible
- Salaries are regularly reviewed to attract, develop, motivate and retain the appropriate calibre of employees
- We offer family-friendly benefits for staff members with a young family to look after – flexible working, homeworking, maternity/paternity/adoption and parental leave policy
- CBM UK offers a competitive pension scheme. Subject to you making a minimum pension contribution of 5%, CBM UK will make a payment of 7% of your annual salary towards the organisations pension scheme.
- As part of its commitment to its work with disabled people, CBM UK is a Disability Confident Employer (formerly the “two ticks” scheme) and aims to help successfully employ and retain disabled people and those with health conditions. We have a comprehensive equality and diversity policy
- CBM UK offers a free Lifestyle Counselling Helpline & Online Support Service for counselling and support
- Childcare Vouchers
- Bike to work scheme
- Season Ticket loan
- Free tea/coffee facilities, with weekly fruit bowl.

## The Role

**Salary:** £22,176-£30,905 (band 3 or 4 dependant on experience)

**Based:** Oakington, near Cambridge (Potential move to central Cambridge office in 2017)

**Reports to:** Head of Supporter Growth

### Key responsibilities

The role of (Senior) Marketing Executive helps help to create extraordinary and wonderful moments in our donors' lives.

#### 1. Direct marketing activity (75%)

- a. **Campaign implementation.** Deliver regular and inspiring segmented direct marketing campaigns on time, to agreed specification and within budget. The role will prepare appeal communications for supporters and prospective donors across multiple channels, including direct mail, magazine inserts, press advertising, social media, online, email and telephone.
- b. **Agency liaison.** Develop excellent working relationships with existing and new agencies & suppliers, including marketing agencies, writers, designers, online agencies, print suppliers and mailing houses. Source new agencies as appropriate.
- c. **Efficiency and quality.** Identify opportunities for cost saving and/or quality improvement. Ensure finished communications match the criteria for maximum discounts (e.g. postal charges). Adhere to legislation and good practice.
- d. **Data management.** Work with the Customer Relationship Management system (currently alms.net, moving to Salesforce this summer) and assist the Senior Data Officer in selecting data, running reports and updating records.

#### 2. Communications and networking (15%)

- a. Internal
  - i. Work with other CBM teams to maximise cross-fertilisation opportunities and integrated working. Prepare internal marketing briefs for colleagues.
  - ii. Work with colleagues to maximise other opportunities for supporter engagement, for example in community, legacy, in memoriam, major donor and corporate fundraising.

- iii. Develop and maintain own knowledge of CBM UK's work and objectives in order to match donor interests and facilitate timely communications.
- b. External
  - iv. Support audience insight work to understand supporter views and needs so that we can partner more effectively with donors to help the world's poorest people.
  - v. Maintain an awareness and anticipation of charity sector trends relating to direct marketing to enable CBM to respond and adapt quickly where appropriate.
  - vi. Be an excellent advocate for CBM, delivering communications in line with the vision and values of the charity.

### 3. Planning, reporting, budgets (10%)

- a. **Facilitate data collection and analysis** so that we can continue to get better at what we do. Work with Supporter Care team to ensure appropriate recording of direct marketing activity through the CRM system where possible and otherwise by standard spreadsheets or files.
- b. **Record keeping.** Keep a clear and assessable audit trail and reference system, including purchase orders, securely retaining copies of all campaign versions.
- c. **Budget.** Support development and monitoring of the Supporter Growth team's budget.

### 4. Other

- a. Help develop a culture of enthusiasm and success which reflects the ambitions of CBM. Play an active role across the CBM team, promoting positive working and innovation. Seek to improve working practice at all opportunities. Ensure that the values of the CBM UK brand are understood by external partners and always reflected in communications.
- b. In the event of a humanitarian crisis, contribute to developing direct marketing emergency appeals at short notice.
- c. Occasional travel throughout the UK, including out of normal office working hours.
- d. Carry out any other duties as required by the Head of Supporter Growth and Director of Fundraising & Communications.

## Person Specification

|   | Senior Marketing Executive | Marketing Executive |
|---|----------------------------|---------------------|
| <b>Skills/competencies/personal qualities</b>   |                            |                     |
| Strong organisational skills. Effective time-management with the ability to prioritise multiple tasks to ensure deadlines are met. Able to plan, work strategically and under pressure. | Essential                  | Essential           |
| Able to communicate effectively, clearly and diplomatically both verbally and in writing in group and one to one settings. Excellent English language skills.                           | Essential                  | Essential           |
| Robust, 'can-do' attitude that thrives on challenges. Target driven.  | Essential                  | Essential           |
| Adept in use of MS Office, including good working knowledge of Word and Excel.  | Essential                  | Essential           |
| Understanding of donor interests; appreciation of different donor motivations, triggers for giving, values and beliefs.   | Essential                  | Desirable           |
| Sympathetic to Christian values.  | Essential                  | Essential           |
| Ability to write compelling content which inspires gifts.   | Desirable                  | Desirable           |
| <b>Qualifications, training, and education</b>  |                            |                     |
| Educated to degree level or equivalent.   | Desirable                  | Desirable           |
| Marketing or fundraising qualification. Membership of Institute of Fundraising or Chartered Institute of Marketing.   | Desirable                  | Desirable           |
| <b>Experience and knowledge</b>   |                            |                     |
| Experience in or knowledge of marketing or working in a charity fundraising environment.  | Essential                  | Desirable           |
| Experience setting and controlling significant budgets.   | Essential                  | Desirable           |
| Experience dealing with external agencies/ suppliers or in a purchasing role.   | Essential                  | Desirable           |
| Experience working with databases.  | Essential                  | Desirable           |
| Experience working in a developing country context and/or in the development sector.  | Desirable                  | Desirable           |
| Knowledge of disability issues.   | Desirable                  | Desirable           |

# Useful Information

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## Shortlisting and Interviews

CBM UK is an equal opportunities employer and we are committed to ensuring all applications are treated fairly.

All applications are subject to our shortlisting process; if you are shortlisted we will contact you and invite you to attend an interview. You will also be advised at this point if there will be any skills tasks to complete as part of the recruitment process.

## Diversity Policy Statement

Everyone has the right to be treated with consideration and respect. CBM UK is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual. CBM UK aims to ensure that all staff, volunteers, donors, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender re-assignment, marital or civil partnership status, race (including colour, nationality, ethnicity, or national origin), disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

## Use of Curriculum Vitae (CVs)

Our policy is to recruit and employ our employees on the basis of their suitability for the work to be done. An application form allows us to compare individuals based on like for like information and as such we do not accept a CV unless accompanied by a fully completed application.

## Employment Checks

All offers of employment are made subject to the following criteria: Proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, and two references satisfactory to CBM UK and, if required, a Satisfactory Criminal Records Bureau Check.



## How to apply

**Closing Date: 9am, Wednesday 22<sup>nd</sup> February 2017**

**Proposed dates for interview: Week commencing 27<sup>th</sup> February 2017**

Application forms can be downloaded from:

<http://www.cbmun.org.uk/who-we-are/work-for-us/>

The completed form and a cover letter should be emailed to Trena Battams [trenab@cbmun.org.uk](mailto:trenab@cbmun.org.uk).

Alternatively, you can post your application to:

Trena Battams—Office Manager  
CBM UK  
Oakington Business Park  
Dry Drayton Road  
Oakington  
Cambridge  
CB24 3DQ

Should you have any questions or wish to discuss your application further please contact: -

Trena Battams on 01223 484700 or [trenab@cbmun.org.uk](mailto:trenab@cbmun.org.uk).

