

Head of Marketing
or
Marketing Manager
(Depending on experience)

Recruitment Pack



About Us



CBM UK

CBM is the largest charity focussed on transforming the lives of people with or at risk of 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 28 staff, together with our committed Board of Trustees, has ambitious plans for the future.

CBM UK's Fundraising & Communications

We're recruiting for an exciting senior marketing role, leading our highly-skilled and motivated Supporter Growth team. This is a key post, overseeing 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 Head and Manager level; the role responsibilities and salary package will reflect the successful applicant's experience.

Our dynamic department of 13 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, church fundraising, legacies, major individual donors, corporate partnerships, trusts & foundations, as well as statutory partnerships. Sitting within the Fundraising & Communications department, the Supporter Growth five-strong team is responsible for recruiting, developing and retaining supporters to principally raise unrestricted funds via direct marketing.

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, Institute of Direct 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 a staff member making a minimum pension contribution of 5%, CBM UK will make a payment of 7% of annual salary towards the organisation's 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: £35,655-£46,521 or £30,548-£35,413 (depending on experience)

Based: Oakington, nr Cambridge (potential move to central Cambridge in 2017)

Reports to: Director of Fundraising & Communications

Direct reports: 4 [Senior Data Officer, Marketing Executive, (Senior) Marketing Executive, Church Fundraising Officer]

Key responsibilities

The role of Head of Marketing/ Marketing Manager helps to create extraordinary and wonderful moments in our donors' lives. The post is responsible for all areas of individual giving outside of major relationships, as well as church fundraising. Key areas are direct marketing, audience insight, data management & analysis, relationship marketing and campaign development.

1. Strategic (10%)

- a. Work with the Director of Fundraising & Communications and others to develop marketing strategies aiming to broaden and ultimately grow unrestricted income.

2. Marketing (55%)

- a. **Direct marketing.** Oversee planning and effective implementation of the direct marketing programme, ensuring that all activity is of a high standard, in accordance with strategic priorities and delivered to time and budget. Specifically, lead on mass, high donor, regular giving and church programmes. Ensure that all campaigns are evaluated against budgeted targets and key learnings followed through promptly to increase the effectiveness of future activity. Continual testing and innovative development of our fundraising proposition & products. Identify opportunities for cost saving and/or quality improvement. Ensure finished communications match the criteria for maximum discounts (e.g. postal charges). Consider new income streams (e.g. trading) and broaden the channels used currently for direct response campaigns (direct mail, magazine inserts, press advertising, social media, online, email and telephone) to reach an agreed balance of long-term value versus risk.
- b. **Supporter experience/relationship marketing:** Develop and implement a comprehensive welcome, stewardship and retention programme for supporters, aiming to maximise long term value. With the Supporter Care team, review and ensure best working practice, systems and feedback/complaints process for effective and impressive support to donors by suitable channels.

- c. **Market research, trends and data analysis.** Develop the audience insight programme, including donor and market research, data analysis and profiling to understand supporter views and needs so that we can partner more effectively with donors to help the world's poorest people. Monitor the activity of related organisations and the sector in fundraising & communications, identifying changes, predicting trends and making recommendations as necessary.
- d. **Database management.** Oversee development of the relationship database (currently alms.net, moving to Salesforce this summer) to provide an effective tool for all areas of fundraising and facilitate financial processes. Oversee maintenance of accurate data.
- e. **Regulatory compliance.** Be fully aware of and ensure compliance across the organisation of Charity Commission, Fundraising Regulator and Data Protection legal requirements. Follow good practice as outlined by relevant bodies, such as Institute of Fundraising, Institute of Direct Marketing, etc.
- f. **Leading integrated working** to ensure consistency and co-ordination of fundraising campaigns.
- g. **Emergency response.** In the event of a humanitarian crisis, contribute to developing and implementing an emergency appeal at short notice.

3. Leadership and people management (20%)

- a. Providing inspirational leadership and managing team members in line with CBM UK's staff management policies and procedures. Ensure team members are appropriately trained, briefed and motivated to achieve their objectives and meet targets and recruit to these posts when necessary.

4. Planning, reporting, budgets (10%)

- a. **KPIs.** Develop, analyse and report on key performance indicators, targets and activity to facilitate informed decisions so that we can continue to get better at what we do.
- b. **Budget.** Budget planning, management and reporting of a complex multi-million pound budget, in association with the Directors of Fundraising & Communications and Corporate Services, to ensure that donations are generated cost effectively.

5. Communications and networking (5%)

- a. Maximise cross-fertilisation opportunities, for example legacy, in memoriam, major donor & corporate fundraising, and other CBM Federation activity.
- b. Develop and maintain own knowledge of CBM UK's work and objectives in order to match donor interests and facilitate timely communications. Liaise with target audiences to gain fundraising content and for market research purposes.

- c. Oversee and ensure due diligence in the creation and development of excellent working relationships with external agencies and suppliers to achieve objectives. Source new agencies as appropriate, including full service, writers, designers, online agencies, print suppliers and mailing houses.
- d. An excellent advocate for CBM, delivering communications in line with the vision and values of the charity. Organisational representation for relevant sector bodies, such as the Fundraising Regulator or Institute of Fundraising.

6. Other

- a. Help develop a culture of enthusiasm and success which reflects the ambitions of CBM UK. Play an active role across the CBM UK team, embracing positive working and innovation. Seek to improve working practice at all opportunities. Ensure that CBM UK brand values are understood by the Supporter Growth team and external partners and reflected in all communications.
- b. Occasional travel throughout the UK and more rarely overseas. Occasional out of normal office working hours.
- c. Carry out other duties as required by the Director of Fundraising & Communications and the Chief Executive of CBM UK.

Person Specification

	Head of Marketin	Marketing Manager
Skills/competencies/personal qualities		
Excellent organisational skills, with the ability to prioritise multiple tasks to ensure deadlines are met and manage complex projects. Able to plan, work strategically and under pressure. A completer finisher.	Essential	Essential
Highly numerate. Ability to plan and manage budgets to meet designated objectives. Strong analytical skills with a proactive approach to quality improvement, constantly seeking ways of improving processes to maximize return on investment.	Essential	Essential
Understanding of donor interests; appreciation of different donor motivations, triggers for giving, values and beliefs.	Significant	Good
Able to communicate effectively, clearly and diplomatically both verbally and in writing in group and one to one settings. Excellent English language skills. Negotiating 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
Sympathetic to Christian values.	Essential	Essential
Qualifications, training, and education		
Educated to degree level or equivalent.	Desirable	Desirable
Marketing or fundraising diploma level qualification (eg CIM, IDG, IoF). Degree in marketing, business or other subject directly relevant to the role.	Desirable	Desirable
Experience and knowledge		
Experience of: Direct marketing; implementing and evaluating major b2c campaigns; relationship marketing	Significant	Good
Management experience with proven track record of maximizing staff productivity and morale	Significant	Good
Experience of: charity sector marketing; appraising and testing new fundraising ideas/proposals; working with a variety of fundraising income sources	Essential	Desirable
Demonstrable significant results from strategic marketing input	Essential	Desirable
Experience with a relationship fundraising database, data segmentation and analysis	Essential	Essential
Experience devising sizeable plans and budgets and reporting and forecasting against them	Essential	Essential
Experience establishing and managing agency relationships; negotiating costs	Essential	Essential
Experience working in a developing country context.	Desirable	Desirable
Knowledge of disability issues.	Desirable	Desirable

Useful Information

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 5th April 2017

Proposed dates for first interview: Wednesday 19th/Thursday 20th April

Proposed dates for second interview: week commencing 24th April

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.

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.

