

Marketing Assistant

Recruitment Pack



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Lusiana lives in a community vulnerable to climate change in Fiji. The disaster preparedness and response planning in her village has been inclusive.

CBM UK

www.cbmun.org.uk 0800 567 7000

Charity Registration No 1058162 (England & Wales) SCO41101 (Scotland)

Working with a supportive, flexible employer

Thank you for your interest in joining the CBM UK team.

CBM UK is an equal opportunities organisation, a disability-confident employer, part of the Age Friendly Employer Pledge and committed to achieving the highest standards of diversity, fairness and equality. Should you require any additional support or reasonable adjustments please [email us](#).

At CBM UK, you would be joining a very supportive and collaborative community, working with a team who are incredibly friendly and passionate about their work. The wellbeing of our team is central to how we work. We encourage a healthy work-life balance, offer flexitime and up to 50% working from home. Our team benefit from excellent personal development opportunities and we can offer the chance to undertake fully paid training or study.

CBM UK's main office is in central Cambridge. We have a wonderful and accessible modern office building which is located nearby to Stourbridge Common and the River Cam.

Respect and compassion are at the heart of all that we do, and this reflects in our culture. We are an organisation based on Christian values, welcoming staff of all faiths and none. It's the basis of why we do what we do, striving to build a just and equitable world in which all people are included, loved, valued, and respected. We do not proselytise, and we work with partners of all faiths and none, according to the greatest need.

We are part of the UK Government Disability Confident Scheme as a Disability Confident Employer. We are working towards moving to the highest Disability Confident Scheme level of Disability Confident Leader.

Disability Confident organisations play a leading role in changing attitudes for the better. They're changing behaviour and cultures in their own businesses, networks and communities, and reaping the benefits of inclusive recruitment practices.

Who we are

For over 115 years, CBM has been transforming lives around the world. We work with local partners, making sure people with disabilities in some of the world's poorest communities have access to healthcare, education and a future when they can thrive. And when a disaster strikes, we're there providing emergency relief and support to people with disabilities and helping communities recover and rebuild.

With 42 UK staff, we're part of a Global Federation working in 26 countries. This is a truly exciting time to join us as we embark on an ambitious new strategy, as we fight to end the cycle of poverty and disability.

Our Vision & Values

Our vision is an inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

We Champion Inclusion

We challenge discrimination and embrace diversity. We work with people of all faiths and none and we strive to build a just and equitable world in which all people are included, loved, valued and respected.

We Strive for Justice

We challenge injustice and equip others to exercise their rights. We serve with compassion those in greatest need, regardless of race, gender, age or religious belief.

We Pursue Excellence

We creatively innovate and pursue continual improvement so that we can maximise our impact and bring about tangible change in the lives of those others leave behind.

We Embrace Partnership

We can achieve more when we work with others. We learn together with our partners, communicate respectfully and honestly, and we value everyone's unique contribution.

We Live with Integrity

We live responsibly and with honesty.



About the role

Place of work	1 Munro House, Mercers Row, Cambridge, CB5 8HY With up to 50% working from home option.
Starting salary	£24,800 to £26,310 depending on experience (this will be pro-rata if any part-time hours were agreed).
Contract type	37.5 hours per week full time. Up to 80% part-time hours would be considered.
Reports to	Senior Supporter Relations Officer

Purpose

The Marketing Assistant is a varied role, working primarily in our Supporter Relations team, but also supporting other areas of the Fundraising and Communications team.

The primary focus of this position is to provide an excellent customer experience for CBM supporters so that every interaction is carried out with excellence, integrity and efficiency. This will help to create and be part of a supporter experience that develops and maintains long-term relationships with dedicated individuals and churches across the UK. The Marketing Assistant will ensure supporters feel valued and engaged with CBMs work.

On a day-to-day basis the position holder will be engaging with supporters by phone, email and writing, in responding to a wide range of enquiries, and carrying out administrative activities associated with marketing campaigns, donations, fundraising events and requests for materials.

The successful applicant requires strong written and verbal communication skills, as well as confidence to make outbound phone calls to build relationships, thank supporters, to share updates on our work, and ask for donations to build relationships, grow supporter engagement and maximise long-term income.

The position is part of a dedicated and enthusiastic Fundraising and Communications team, and part of this role is to provide additional administrative support to the wider team, specifically in areas such as 121 supporter communications to fundraisers doing events, churches, and legacy and in memoriam supporters.

Key Responsibilities

1. Inbound enquiries (40%)

Respond to the needs of CBM supporters and the public through the handling of inbound calls and emails in a prompt, professional, and courteous manner.

This includes:

- a. Taking and processing donations over the telephone.
- b. Handling requests, feedback and complaints in a respectful and timely manner, and offering solutions when appropriate.
- c. Updating supporter records on the Customer Relationship Management system (currently Salesforce) and carrying out mail or email follow-up when required.
- d. Responding to emails in the giving inbox, directing queries appropriately and maintaining organised records of communication.
- e. Co-ordinating and responding to comments made on CBM's social media platforms.

2. Outbound 121 communications (30%):

Carry out outbound calls to potential and existing supporters to inspire donations and explain over the telephone how support will transform lives, following set briefs and guidelines, but when applicable engaging supporters in conversation in a non-scripted approach. This includes:

- a. Regular outbound calls and emails include thanking and stewardship communications, asking for support by Direct Debit, clarifying Gift Aid statuses, and discussing the possibility of supporting the charity in a Will.
- b. Update the outcome of calls on supporter records on the CRM system.
- c. Process donations made over the phone, carrying out mail or email follow-up when required, using existing materials and letter templates.
- d. Refer follow up actions that are outside of the team's remit to the relevant team or individual.
- e. Contribute to the creation and development of guidelines for in- and out-bound telephone conversations.

3. Additional administrative duties (30%):

Perform a variety of other administrative tasks to support the wider fundraising team:

- a. Data inputting, preparation and reports.
- b. Updating and proofing fundraising materials.
- c. Supporting speaker and church coordination when required.
- d. Co-ordinating the stock and the distribution of supporter materials and fundraiser resources.
- e. Mailing out church packs, thank you letters, and personalised communications, such as handwritten cards.
- f. Liaise with colleagues and attend meetings to ensure up-to-date knowledge of CBM's work.
- g. Help develop a culture of enthusiasm and success, which reflects the ambitions of CBM.

Person specification

Excellent verbal and written communication skills and strong interpersonal skills. Ability to build long-term supporter(customer) relationships, to overcome barriers and objections, and to influence and encourage others.	Essential
Drive and ability to work to goals and embrace a target driven environment.	Essential
Willingness and ability to follow a brief and to ask for donations and support over the phone. Ability to secure a supporter (customer) commitment.	Essential
High accuracy and attention to detail.	Essential
Ability to communicate over the phone for extended periods.	Essential
Committed to the core values and mission of CBM UK.	Essential
Good Microsoft Office skills.	Essential
Christian beliefs. Able to pray with supporters over the phone.	Essential
Experience of working in the fundraising / charity sector.	Desirable
Experience using databases.	Desirable

Employee Benefits

- Agile working for all staff members which includes options for flexible working hours and up to 50% working from home for most roles.
- Wonderful modern offices, which are fully accessible.
- All full-time employees are entitled to 25 days' holiday per year in addition to UK public holidays.
- Option to buy extra annual leave.
- CBM places an emphasis on professional development and training for its employees in order to enable them to fulfil their roles. We encourage staff to further their skills and careers and, where appropriate, may support access to study and training opportunities..
- Competitive salaries within the sector. We regularly review salaries to attract, develop, motivate and retain the appropriate calibre of employees.
- We offer a generous pension plan with employer contribution of up to 5%. With the option of salary exchange.
- Group Life Insurance for all employees, which is equivalent to 2 x your annual salary.
- Yu-Life (employee wellbeing app).
- Our Wellbeing Working Group actively supports mental health and wellbeing in the office. We also offer a free Lifestyle Counselling Helpline & Online Support Service
- Bike to work scheme

Diversity and Safeguarding

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, supporters, 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.

All roles within CBM UK are required to actively respect, support and promote the safeguarding of all children and adults who come in contact with our organisation, including our beneficiaries, partners, staff and volunteers, ensuring policies and procedures are followed and observed at all times.

Employment Checks

We are unable to provide sponsorship for this post. All offers of employment are made subject to proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, and three references satisfactory to CBM UK and a DBS Check.

Use of Curriculum Vitae

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 your CV should be accompanied by a completed application.

Shortlisting and Interviews

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.

How to apply

More information about CBM can be found by visiting our [website](#). We are happy to answer any questions you may have. Please [email](#) our Recruitment Team or call us on 01223 484700.

Application forms can be [downloaded from our website](#). Please email your completed form and Curriculum Vitae to recruitment@cbmuk.org.uk

Closing date for the receipt of applications is 9am on Tuesday 6th May 2025. Interviews are likely to be held week commencing 12th May.

We look forward to receiving your application.

