

# Direct Marketing Manager



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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](http://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.

We are committed to promoting diversity, equity, and inclusion in all that we do. We are accredited as a Disability Confident Employer, a Living Wage Employer, a "We Show the Salary" Employer, and a supporter of the Age-Friendly Employer Pledge. These recognitions reflect our dedication to creating a fair, inclusive, and supportive workplace for everyone.

If you need any support or reasonable adjustments during the recruitment process, please don't hesitate to contact us at [email us](#).

At CBM UK, you would be joining a very supportive and collaborative community, working with a friendly team who are incredibly passionate about their work. The wellbeing of our team is central to how we work. We encourage a healthy work-life balance, offering hybrid working up to 50% working from home. Part of what makes our organisation special is the collaborative culture we've cultivated, which relies on spending quality time together in the workplace, which enables the opportunity to build the strong relationships that are core to our team dynamic.

Our team benefit from excellent personal development opportunities and we can offer the chance to undertake fully paid training or study where appropriate.

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.

## 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

<b>Place of work</b>	1 Munro House, Mercers Row, Cambridge, CB5 8HY With up to 50% working from home option
<b>Starting salary</b>	£43,020 to £45,650 dependent on experience
<b>Contract type</b>	37.5 hours per week full time. Up to 80% part-time hours would be considered
<b>Reports to</b>	Head of Marketing
<b>Direct reports</b>	2 x Marketing Officers

The Direct Marketing Manager at CBM UK is a vital role and has responsibility for delivering CBM UKs digital and direct marketing plans to engage and inspire individual supporters and churches to support the work of CBM.

Working closely with the Head of Marketing, as part of the Public Fundraising team, the role holder will be responsible for the management and development of two Marketing Officers. Through digital and direct marketing, the Public Fundraising team are responsible for raising over £3m of unrestricted income from cultivation, acquisition, mid-value donors, regular giving, legacies and churches.

## Key responsibilities

### Fundraising campaign management (40%)

Manage the effective implementation of the annual public fundraising plan, ensuring that all activity is of a high standard, and delivered on time and to budget:

- Oversee cultivation fundraising appeals primarily carried out through direct mail and email, leading on the continued development of mass fundraising to engage both existing and potential supporters, including high donors, regular givers and church communities.
- Manage and develop CBM UKs donor acquisition activity in collaboration with the Marketing Officer (Acquisition), using channels such as social media, magazine inserts, press advertising, email and telephone.
- Oversee the delivery of CBM UKs legacy and in-memoriam giving plans and campaigns.
- Identify and consider new income streams and broaden the channels used currently for direct response campaigns to reach an agreed balance of long-term value versus risk.

### Digital marketing (40%)

Grow digital engagement and income from new and existing supporters:

- Lead on Pay Per Click strategy, including agency management and development of internal capabilities.
- Oversee CBM UK's paid social media activity.
- Collaborate with the Communications Team to optimise the performance (traffic and income) of fundraising pages, including appeal and donation pages, churches and community, legacy, and in memoriam giving. Ensuring fundraising pages on the CBM website are engaging to existing and new audiences and where appropriate, utilising Search Engine Optimisation tools where appropriate.

- d. Explore and make use of new and existing digital platforms and partners, such as Dataro and SEMrush, while promoting a culture of testing, innovation and learning within the digital space.

### **Leadership and people management (10%)**

- a. Support and inspire direct reports 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 posts where relevant. Regular 121s and appraisal reviews.

### **Planning and reporting (10%)**

- a. Monitor and report on fundraising appeals, identifying opportunities for future testing and optimisation, and contribute to the creation of annual planning, budgeting, and the setting of Key Performance Indicators (KPIs).
- b. Work closely with the Data and Insight team to ensure strong joint working on technical solutions related to campaign analysis, tracking and insights across digital systems, such as the website, donation platform and CRM (Salesforce).
- c. Plan, deliver and report on campaigns/projects within an agreed budget.

### **Other**

- a. Ensure the consistent use of CBMs brand, key messages and style guide across all fundraising activities.
- b. Maintain awareness of and ensure compliance with legal and regulatory requirements related to direct marketing, including Fundraising Regulator guidance, and Data Protection legal requirements (GDPR and PECR).
- c. Collaborate with colleagues across CBM UK and the CBM Global Federation, to support integrated and partnership based working.
- d. Help foster a positive and inclusive culture of enthusiasm and success, reflecting the ambitions of CBM, and promoting positive working and innovation.
- e. Be willing to work occasionally outside normal office hours and to travel in the UK and internationally if required.
- f. Ensuring that the values of CBM UK are understood by external partners and always reflected in communications.
- g. Undertake other duties as required by the Head of Marketing and Director of Fundraising, Impact and Communications.

# Person specification

	Essential/ Desirable
<b>Experience and knowledge</b>	
Experience of working in a senior marketing, digital marketing or senior fundraising role.	Essential
Proven ability to develop and deliver successful and impactful marketing activity plans, with a strong focus on digital channels.	Essential
Knowledge and experience of digital advertising (Google, Meta etc.)	Essential
Experience building, establishing and managing effective agency relationships.	Essential
Experience in line management, with a commitment to supporting and motivating individuals and fostering a positive, inclusive team environment.	Essential
Experience of working with a CRM (preferably Salesforce).	Essential
Experience of charity sector marketing; appraising and testing new fundraising ideas/proposals; working with a variety of fundraising income sources.	Desirable
<b>Skills/competencies/personal qualities</b>	
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.	Essential
Confident in working with numbers; able to plan, monitor and manage budgets aligned to objectives.	Essential
Strong analytical skills with a proactive approach to quality improvement, constantly seeking ways of improving processes to maximise return on investment.	Essential
Awareness and appreciation of the diverse motivations, values, and beliefs of supporters.	Essential
Strong written and verbal communication skills, with the ability to communicate clearly and respectfully in group and one to one settings. Excellent English language skills. Negotiating skills.	Essential
A positive and solutions-focused approach, with a willingness to take initiative and embrace challenges.	Essential
Adept in MS Office, including good working knowledge of Word and Excel.	Essential
Sympathetic to Christian values, and able to work within actively Christian settings, with an understanding of those settings.	Essential
<b>Qualifications, training, and education</b>	
Education to degree level or equivalent level of relevant experience	Desirable
Marketing or fundraising diploma level qualification (e.g. CIM, IDM, CloF).	Desirable
Familiarity with data protection legislation relevant to fundraising, including GDPR and PECR.	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](mailto:recruitment@cbmuk.org.uk)

**Closing date for the receipt of applications is 9am on Monday 1<sup>st</sup> September 2025.**

**We look forward to receiving your application.**

