

Marketing Officer/ Senior Officer - Acquisition



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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.cbmuk.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 40 UK staff, we're part of a Global Federation working in over 20 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	Dependent on experience:- Officer - £29,140 to £30,920 Senior Officer - £35,390 to £36,450
Contract type	37.5 hours per week full time. Up to 80% part-time hours would be considered.
Reports to	Head of Marketing

The **Marketing Officer/Senior Marketing Officer (Acquisition)** at CBM UK is an important role in making our life-changing work possible. Advertised at **Officer or Senior Officer level (subject to experience)**, the role delivers direct and digital marketing communications to grow awareness, and recruit and engage with new long-term CBM supporters, through creative and impactful fundraising communications.

Key responsibilities:

The position holder is responsible for developing and delivering fundraising campaigns that will engage with CBM target individual audiences; supporting the development of the annual public fundraising plan; building supporter journeys and testing new channels and messages.

Working closely with the Head of Marketing and across the Fundraising & Communications team to plan, coordinate and deliver donor acquisition appeals to recruit new individual supporters, using a variety of direct and digital marketing channels.

Regular giving (mostly monthly Direct Debits) are a large part of CBMs donor acquisition activity, and as such, part of this acquisition role is the planning and co-ordination of regular giving conversion, recruitment, retention, and upgrade campaigns.

Donor Acquisition (30%)

- a. Working alongside the Head of Marketing and external agencies to plan and deliver a supporter recruitment programme, using channels that may include, but not limited to, inserts, press adverts, and door drops. email, paid social media adverts, Pay Per Click Google adverts, and lead generation activities.
- b. Optimise the performance (traffic and income) of website fundraising pages, including appeal landing pages and donation platforms. Ensuring pages on the CBM website are engaging to existing and new audiences and utilising Search Engine Optimisation tools.
- c. Plan and coordinate an off-line and online welcome journey for new supporters to CBM, that will encourage ongoing engagement and long-term support.
- d. Develop excellent working relationships with existing and new agencies and suppliers, including marketing agencies, writers, designers, print suppliers and mailing houses. Source new agencies and suppliers as appropriate.

Regular Giving (20%)

- a. As part of the regular giving retention plan, deliver inspiring direct and digital marketing communications and updates to monthly supporters about CBMs work and the people their gifts are supporting. This can involve creating briefs, working alongside freelance copywriters and designers, and managing print and fulfilment suppliers.
- b. Working alongside our inhouse Supporter Relations team and external telephone fundraising agencies to co-ordinate regular giving conversion, upgrade and retention campaigns over the telephone.
- c. Deliver, test and refine a welcome and ongoing donor journey for regular giving supporters, across digital, post and phone channels, to update and thank supporters.

Legacy and In-Memoriam Giving (20%)

- a. Work alongside the Head of Marketing and Senior Supporter Relations Officer to develop marketing plans for legacy and in-memoriam giving.
- b. Responsible for legacy and in-memoriam giving direct mail and email appeals, and work alongside the Communications Team to ensure the legacy and in-memoriam giving website pages inspire new and existing supporters to support CBM in these ways.

New product testing (20%)

- a. Test and develop new fundraising ideas, channels and messages to engage with and raise funds from new and existing audiences.
- b. Maintain an awareness and anticipation of charity sector trends relating to direct marketing and keep abreast of competitor activities to enable CBM to respond and adapt quickly where appropriate.

Planning and reporting (10%)

- a. Analysis and reporting of appeals and projects, providing learnings that will enable informed decision making around future activity.
- b. Develop a good knowledge of the CRM system (Salesforce) and ensure appropriate recording and reporting of direct marketing activity.

Other

- a. Ensure the consistent implementation of CBMs brand, key messages and style guide in fundraising activities.
- b. Awareness of, and compliance across direct marketing, of Fundraising Regulator and Data Protection legal requirements (GDPR and PECR).
- c. Work with other teams, including the CBM Global Federation, to maximise collaboration opportunities and integrated working.
- d. Help develop a culture of enthusiasm, continual improvement and success which reflects the ambitions of CBM UK.
- e. Occasional out of normal office working hours. Occasional travel in the UK and possibility of travel internationally.

Person specification

Experience and knowledge	
Experience in, or knowledge of, marketing, or of working in a charity fundraising environment.	Essential
Experience of working towards income and expenditure budgets.	Desirable
Experience of working with databases.	Desirable
Experience working in a developing country context and/or in the development sector.	Desirable
Knowledge of disability and international development issues	Desirable
Skills/competencies/personal qualities	
Good organisational skills and effective time-management, with the ability to prioritise multiple tasks to ensure deadlines are met.	Essential
Communicates effectively, clearly, and diplomatically, both verbally and in writing in group and one to one settings. Excellent English language skills.	Essential
Proactive and target driven with a 'can-do' attitude that thrives on challenges.	Essential
Analytical with an attention to detail. Able to review figures and results to make evidence-based recommendations on future decisions.	Essential
Adept in use of MS Office, including good working knowledge of Word and Excel.	Essential
Sympathetic to Christian values.	Essential
Understanding of charity donor interests; appreciation of different donor motivations, triggers for giving, values and beliefs.	Desirable
Ability to write compelling content which inspires people to act.	Desirable
Qualifications, training, and education	
Educated to degree level or equivalent.	Desirable
Marketing or fundraising qualification. Membership of Chartered Institute of Fundraising or Chartered Institute of Marketing.	Desirable

Additional requirements for Senior Marketing Officer

Experience and knowledge	
Minimum of two years' experience in, or knowledge of, marketing, or of working in a charity fundraising environment.	Essential
Experience of working towards income and expenditure budgets. Has inputted into creating budgets.	Essential
Experience of working with databases, building queries and reports, and producing campaign analysis.	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.
- Employee Assistance Programme (EAP)
- 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

If you would like an informal conversation about the role, the Head of Marketing would be very happy to have a chat with you to discuss whether it might be suitable and to answer any questions you may have.

More information about CBM UK can be found on our website. If you would like further information, 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.

Please note that we will review applications as they are received, so early applications are encouraged.

We look forward to receiving your application.

