

Marketing Officer - Retention



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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.

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 recruitment@cbmuk.org.uk.

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	£29,140 to £30,920, dependent on experience
Contract type	37.5 hours per week full time. Up to 80% part-time hours would be considered
Reports to	Head of Marketing

Key responsibilities:

The Marketing Officer (Retention) at CBM UK is an important role in making our life-changing work possible. The position holder is responsible for producing direct mail and digital fundraising appeals for individual supporter audiences that will elicit strong engagement and ongoing financial support.

Working closely with the Head of Marketing and across the Fundraising, Impact and Communications department, the Marketing Officer (Retention) plans and delivers 10-12 fundraising appeals per year to existing supporters. These include one-off cash fundraising appeals, newsletters, and prayer diaries, which are produced through working with external copywriters, designers and printers. The role works across multiple marketing channels, including direct mail, email, web, and telephone, towards an agreed income target.

The position holder also supports the development of fundraising plans, supporter (customer) journeys, and the testing of new channels and messaging.

Cultivation appeals (60%)

- a. **Direct mail:** Deliver regular and inspiring off-line direct mail campaigns to existing supporters on time and within budget. The role-holder will plan, co-ordinate and prepare fundraising appeals. This involves creating briefs, working alongside freelance copywriters and designers, and managing print and fulfilment suppliers.
- b. **Email marketing:** Plan, build, and send mass marketing and fundraising emails to existing supporters.
- c. **Online landing pages:** Build landing pages (using WordPress) to support individual fundraising and offline marketing appeals. Ensuring landing pages on the CBM website are integrated with offline appeals and are engaging to existing audiences. This includes utilising Search Engine Optimisation tools aimed at maximising online traffic and income.
- d. **Newsletters and prayer diaries:** Lead on the planning and implementation of reporting back to existing supporters about CBM UK's work as part of their donor journey, through delivering supporter newsletters, e-news, and prayer diaries, currently produced three times per year.
- e. **Internal briefings:** Prepare internal marketing materials for colleagues and provide briefings for supporter facing teams ahead of each appeal.

- f. **Agency and freelancer management:** Develop excellent working relationships with existing and new agencies and suppliers, including marketing agencies, freelance copywriters and designers, print suppliers, and mailing houses. Evaluate and source new agencies and suppliers as appropriate.

High donor fundraising (20%)

- a. **High donor direct mail:** Lead on CBM UK's high donor fundraising programme, through planning and managing regular direct mail communications and fundraising asks to this segment of supporters, working towards achieving annual income targets.
- b. **Relationship development:** Work alongside the Supporter Relations team to develop and carry out a donor journey for high donors, including the planning, briefing and reporting of personalised communications, carried out by the Supporter Relations team through phone, email, and post.

Planning and reporting (10%)

- a. **Analysis and reporting:** Review appeal performance against key performance indicators (response rates, average value, net income) to report back and provide learnings to support decision making around future activity.
- b. **Data and CRM handling:** Develop a good knowledge of the CRM system (SalesForce), including the creation of data briefs and appeal selections through the CRM, and ensuring clear recording and reporting of direct marketing activity.

Other (10%)

- a. **Sector knowledge:** Maintain 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.
- b. **Communication guidelines:** Ensure the consistent implementation of CBMs brand, key messages and style guide in fundraising activities.
- c. **Compliance and data protection:** Awareness of, and compliance across direct marketing, of Fundraising Regulator and Data Protection legal requirements (GDPR and PECR).
- d. **Collaboration and integration:** Work alongside other teams, including the CBM Global Federation, to maximise collaboration opportunities and integrated working. Ensure fundraising plans are shared across departments.

In developing and testing new fundraising approaches, messaging, and channels, the role holder is part of a culture of enthusiasm, continual improvement and success which reflects the ambitions of CBM UK. The role may also include occasional working out of normal office hours, agreed in advance, and occasional travel in the UK, as well as the possibility of travel internationally.

Person specification

Experience and knowledge	
Experience in, or knowledge of, direct or digital marketing.	Essential
Experience of working in a charity fundraising environment.	Desirable
Experience of building and sending mass marketing emails, using an email service provider.	Desirable
Knowledgeable of building web pages, or of using WordPress.	Desirable
Experience of working towards income and expenditure budgets.	Desirable
Experience of working with databases/CRM systems.	Desirable
Motivated to work in a developing country context and/or in the development sector. 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

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. Please email your completed Application Form and Curriculum Vitae to recruitment@cbmuk.org.uk

Closing date is 9am, 28th August, with potential interviews week commencing 31st August.

We look forward to receiving your application.

