

**Senior Marketing Executive/  
Marketing Executive  
(Depending on experience)**



**Recruitment Pack**

**CBM UK**

[www.cbmuk.org.uk](http://www.cbmuk.org.uk)

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

## **CBM UK**

Too many people face poverty, stigma and isolation, denied the chance to go to school or earn a living, just because they have a disability. Every day people lose the ability to see, hear or walk because of conditions that could easily be treated or prevented.

Driven by Christian values, CBM works in the world's poorest places to reach those whom others leave behind. Working in partnership with Governments and local partners, we create long-term positive change: treating and preventing conditions that can lead to disability and supporting people with disabilities to access education and healthcare, earn a living and be included in their communities.

### **Our Vision**

An inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

### **Our Mission**

To transform the lives of disabled people in the world's poorest communities. Driven by Christian values, we work with disabled people to break down barriers by delivering practical support, improving policy and practice and inspiring the people of the UK to act.

### **Our Values**

- Challenging injustice
- Making every action count
- Embracing partnership
- Living with integrity

## The Role

**Starting Salary:** £23,648/£28,430 with possible annual increment rises (band 3 or 4 dependent on experience).

**Based:** Oakington, near Cambridge (CBMUK office is currently in Oakington, Cambridge, but moving to Mercers Row, Newmarket Road, Cambridge, in 2020)

**Reports to:** Marketing Manager

**Purpose:** The role of Senior Marketing Executive helps to create extraordinary and wonderful moments in our supporters' lives. To deliver regular direct marketing communications to recruit and engage CBM supporters, raising vital funds and awareness to transform the lives of people with disabilities in the world's poorest countries.

**This is an excellent and exciting step for anyone interested in starting or developing further a career in marketing or the charity and international development sector. CBM places an emphasis on professional development and training for its employees.**

### Key responsibilities

The (Senior) Marketing Executive is a crucial role, based within the Supporter Growth team. This role implements a significant fundraising programme and carries out fundraising campaigns for cash appeals, regular giving and acquisition. Also helping to test new channels and messages alongside the current programme; this role aims to delight our existing supporters and new supporters.

#### 1. Direct marketing activity (75%)

- a. **Campaign implementation.** Deliver regular and inspiring direct marketing campaigns on time, to agreed specification and within budget. The role holder will plan, co-ordinate and prepare appeal communications for supporters and prospective donors across multiple channels, including direct mail, magazine inserts, press advertising, online, email and telephone. This currently includes (but is not exclusive to) coordinating the delivery of campaigns and fundraising programmes listed below.
- b. **Supporter cultivation.** Campaign manage and co-ordinate regular giving and cultivation direct mail appeals, through newsletters and mail appeals to existing supporters, with the aim of maximising unrestricted net income.
- c. **Acquisition and stewardship.** Campaign manage agreed acquisition appeals to deliver a comprehensive recruitment, welcome, and stewardship programme to recruit and retain long-term supporters.
- d. **Digital marketing.** Work alongside the Senior Digital Marketing Executive in briefing and ensuring off-line appeals are supported by digital fundraising activities, ensuring emails and landing pages are created for appeals and digital activities are being carried out for acquiring new donors and developing leads, working towards an ongoing digital strategy

- e. **Regular giving recruitment and development.** Lead on implementing the regular giving fundraising programme, developed alongside the Marketing Manager to grow regular giving income, through the campaign co-ordination or management of regular giving conversion, recruitment and upgrade campaigns.
- f. **Testing and innovation.** Support the Marketing Manager and work alongside the Senior Marketing Executive on testing and developing new fundraising channels to engage with and raise funds from new audiences.
- g. **Agency liaison.** Develop excellent working relationships with existing and new agencies & suppliers, including marketing agencies, writers, designers, online agencies, print suppliers and mailing houses. Source new agencies and suppliers as appropriate.
- h. **Efficiency and quality.** Ensure processes are delivered on time and in the most cost effective manner. Identify opportunities for cost saving and/or quality improvement. Ensure finished communications match the criteria for maximum discounts (e.g. postal charges).
- i. **Best practice.** Adhere to legislation and good practice, specifically with regards to data protection, fundraising regulations and Gift Aid requirements.
- j. **Brand implementation.** Ensure direct marketing communications adhere to brand guidelines and where appropriate have a distinct Christian content, working with colleagues or by liaising with volunteers to source Scripture.

## 2. Data, planning, reporting (15%)

- a. **Record keeping.** Keep a clear and audit trail and reference system, including purchase orders, securely retaining copies of all campaign versions.
- b. **Campaign analysis.** Ensure that we can continue to get better at what we do, through results reporting for regular giving and acquisition, providing learnings that will enable informed decision making around future campaigns.
- c. **Database.** Develop knowledge of the CRM system (SalesForce) and ensure appropriate recording of direct marketing activity.
- d. **Facilitate data collection and analysis.** Work with the Supporter Care team to ensure appropriate recording of direct marketing activity through the CRM system where possible, and otherwise by standard spreadsheets or files.

## 3. Communications and networking (10%)

- a. Internal
  - i. Prepare internal marketing materials for CBM UK colleagues and brief the Supporter facing teams (Supporter Care/Supporter Relations) ahead of each campaign. Work with the Communications Team to ensure case study logs are maintained.
  - ii. Work with colleagues to maximise other opportunities for supporter engagement, for example in community, legacy, in memoriam, major donor and corporate fundraising.
  - iii. Develop and maintain own knowledge of CBM UK's work and objectives in order to match donor interests and facilitate timely communications.
  - iv. Work with other teams, including CBM International, to maximise cross-fertilisation opportunities and integrated working.

**b.** External

- i. 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.
- ii. Be an excellent advocate for CBM, delivering communications in line with the vision and values of the charity.

**4. 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, promoting positive working and innovation. Seek to improve working practice at all opportunities. Ensure that the values of the CBM UK brand are understood by external partners and always reflected in communications.
- b. In the event of a humanitarian crisis, contribute to developing direct marketing emergency appeals at short notice.
- c. Occasional travel throughout the UK, including out of normal office working hours.
- d. Carry out any other duties as required by the Marketing Manager and Director of Fundraising & Communications.

## Person Specification

<b>Skills, competencies and personal qualities</b>	
Strong organisational skills. Effective time-management with the ability to prioritise multiple tasks to ensure deadlines are met. Able to plan, work strategically and under pressure.	Essential
Able to communicate effectively, clearly and diplomatically both verbally, and in writing in group and one to one settings. Excellent English language skills.	Essential
Robust, 'can-do' attitude that thrives on challenges. Target driven.	Essential
Analytical with an attention to detail. Able to analyse 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 donor interests; appreciation of different donor motivations, triggers for giving, values and beliefs.	Desirable / Essential
Ability to write compelling content, which inspires gifts.	Desirable
<b>Experience and knowledge</b>	
Experience in, or knowledge of marketing or working in a charity fundraising environment.	Desirable / Essential
Experience setting and controlling significant budgets.	Desirable / Essential
Experience dealing with external agencies/ suppliers, or in a purchasing role.	Desirable / Essential
Experience working with databases.	Desirable
Experience working in a developing country context and/or in the development sector.	Desirable
Knowledge of disability issues.	Desirable
<b>Qualifications, training and education</b>	
Educated to degree level or equivalent.	Desirable
Marketing or fundraising qualification. Membership of Institute of Fundraising or Chartered Institute of Marketing.	Desirable

## **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.
- 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 you making a minimum pension contribution of 5%, CBM UK will make a payment of 7% of annual salary towards the organisation's pension scheme.
- Group Life Assurance 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.
- Bike to work scheme.
- Season Ticket loan.
- Free tea/coffee facilities, with weekly fruit bowl.

## Useful Information

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### 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 applicants must have the right to work in the UK. 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 three references satisfactory to CBM UK and, if required, a DBS Check.



## How to apply

**Closing date is 9am, 23rd September 2019.**

Application forms can be downloaded from:

<http://www.cbmun.org.uk/who-we-are/work-for-us/>

Your completed form and CV should be emailed to Trena Battams [recruitment@cbmun.org.uk](mailto:recruitment@cbmun.org.uk).

Alternatively, you can post your application to:

Trena Battams—HR/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](mailto:trenab@cbmun.org.uk)