

Marketing Manager

Recruitment Pack



12-year-old wheelchair user Shamilla, smiling alongside her teacher Hajarah at a CBM-supported inclusive school in Uganda.
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Who we are

CBM works in the world's poorest places to prevent blindness, improve health and transform the lives of people with disabilities.

For more than 110 years, since our founder Ernst Christoffel started working with children with disabilities in Turkey and Iran, we've been reaching out to those whom others leave behind.

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 Vision & Values

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

We challenge injustice

We strive to build a just and equitable world in which all people are included, loved, valued and respected. We serve those in greatest need, regardless of race, gender, age or religious belief.

We make every action count

We focus our efforts on bringing about tangible change in the lives of those whom others leave behind.

We embrace partnership

We can achieve more when we work with others. We value everyone's unique contribution.

We live with integrity

We live responsibly and with honesty.

About the role

Place of work:	Munro House, Mercers Row, Cambridge, CB5 8HY (with up to 50% working from home optional).
Starting salary:	£33,593 to £38,942
Contract type:	37.5 hours per week, although up to 80% FTE considered
Reports to:	Head of Marketing
Responsible for:	3 (2x Marketing Executives, 1 Senior Digital Officer)

Purpose

This is an exciting time at CBM UK, as we launch our new five-year strategy and target significant growth in unrestricted income through individual fundraising. To help us achieve our ambitious long-term goals we are looking for an experienced marketing or fundraising professional for a newly created Marketing Manager position.

This vital role will work alongside the Head of Marketing to manage, develop and grow our unrestricted income. You will line manage a team of three, working on direct and digital marketing campaigns that inspire 50,000 UK supporters and raise money for CBM's important work, contributing to annual income of around £9m.

This key manager post is an opportunity to be part of a dynamic Fundraising and Communications team of 20, dedicated to inspire the people of the UK to help to transform the lives of disabled people in some of the world's poorest places. Together, along with our supporters, partners and beneficiaries, we are working to break down barriers and deliver practical support that will improve health and transform lives for thousands of people.

Responsibilities and areas of work

The vital role will create extraordinary and wonderful moments in our donors' lives. Working closely with the Head of Marketing, the Marketing Manager is responsible for the development and growth of CBM's established and varied cultivation, acquisition, regular giving and church fundraising programme. This is primarily through digital and direct marketing channels. The role includes managing marketing budgets, briefing and working alongside agencies and freelancers, as well as close collaboration with other areas of fundraising and communications and the CBM team as a whole.

1. Marketing (60%)

- a) Direct marketing.
 - i) Manage the effective implementation of the direct marketing programme, ensuring that all activity is of a high standard, in accordance with strategic priorities and delivered to time and budget.
 - ii) To lead on the continued development of mass, high donor, and church direct and digital marketing programmes.
 - iii) Continual testing and innovative development of our fundraising proposition and products. Identify opportunities for cost saving and/or quality improvement.

- iv) Consider new income streams (e.g. trading) and broaden the channels used currently for direct response campaigns (direct mail, magazine inserts, press advertising, social media, online, email and telephone) to reach an agreed balance of long-term value versus risk.
- b) Market research, trends and data analysis.
 - i) Develop the audience insight programme, including donor and market research, data analysis and profiling to understand supporter views and needs so that we can partner more effectively with them to help people in the world's poorest places.
 - ii) Monitor the activity of related organisations and the sector in fundraising and communications, identifying changes, predicting trends and making recommendations as necessary.
- c) Regulatory compliance.
 - i) Be fully aware of and ensure compliance across direct marketing of the Charity Commission, Fundraising Regulator and Data Protection legal requirements (GDPR and PECR). Follow good practice as outlined by relevant bodies, including the Institute of Fundraising and the Institute of Direct Marketing.
- d) Emergency response.
 - i) In the event of a humanitarian crisis, contribute to developing and implementing an emergency appeal at short notice.

2. Leadership and people management (20%)

- a) Motivate and develop direct reports within the Supporter Growth team through providing inspirational leadership. Manage team members in line with CBM UK's staff management policies and procedures.
 - i) Ensure team members are appropriately trained, briefed and motivated to achieve their objectives and meet targets.
 - ii) Carry out regular 121s and appraisal reviews.
 - iii) Recruit to these posts when necessary.

3. Planning, reporting, budgets (10%)

- e) Ensure that all campaigns are evaluated against budgeted targets and that key learnings are followed through promptly to increase the effectiveness of future activity.
- f) Develop, analyse and report on key performance indicators, targets and activity to facilitate informed decisions so that we can continue to get better at what we do.
- g) Budget planning, management and reporting of a complex multimillion pound budget, in association with the Head of Marketing and the Director of Fundraising & Communications.

4. Other (10%)

- a) Maximise cross-fertilisation opportunities, for example legacy, in memoriam, major donor, large church and corporate fundraising, and that of other members of the CBM Global Federation.
- b) Develop and maintain own knowledge of CBM UK's work and objectives in order to match supporter interests and facilitate timely communications.
- c) Help develop a culture of enthusiasm and success, reflecting the ambitions of CBM.
- d) Play an active role across the CBM team, promoting positive working and innovation.
- e) Seek to improve working practice at all opportunities. Ensure that the values of CBM UK are understood by external partners and always reflected in communications.

- f) Occasional travel throughout the UK, including out of normal office working hours.
- g) Carry out any other duties as required by the Head of Marketing and Director of Fundraising & Communications.

Person specification

All of the following requirements are **essential**, unless marked with a * when they are **desirable**, and will be assessed from a combination of information provided from the application form and interview process.

Education/Qualifications/Experience

- Educated to degree level or equivalent*
- Marketing or fundraising diploma level qualification (eg CIM, IDM, CIOF)*.
- Degree in marketing, business or other subject directly relevant to the role*.

Skills/Competencies/personal qualities

- 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. A completer finisher
- Highly numerate. Ability to plan and manage budgets to meet designated objectives. Strong analytical skills with a proactive approach to quality improvement, constantly seeking ways of improving processes to maximize return on investment.
- Understanding of donor interests; appreciation of different donor motivations, triggers for giving, values and beliefs.
- Able to communicate effectively, clearly and diplomatically both verbally and in writing in group and one to one settings. Excellent English language skills. Negotiating skills.
- Robust, 'can-do' attitude that thrives on challenges. Target driven.
- Adept in MS Office, including good working knowledge of Word and Excel.
- Fully committed to the core values and mission of CBM UK

Experience and knowledge

- A minimum of 2 years' experience of: marketing; implementing and evaluating major b2c campaigns; relationship marketing
- A minimum of 12 months' line management experience with proven track record of maximizing staff productivity and morale
- Experience establishing and managing agency relationships; negotiating costs
- Experience of: charity sector marketing; appraising and testing new fundraising ideas/proposals; working with a variety of fundraising income sources
- Demonstrable significant results from strategic marketing input*
- Experience with a relationship fundraising database (preferably Salesforce), data segmentation and analysis*
- Experience devising sizeable plans and budgets and reporting against them*

Employee Benefits

- 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 support employees in their desire to further their qualifications and careers, including offering opportunities to undertake study and training.
- Competitive salaries within the sector. We regularly review salaries to attract, develop, motivate and retain the appropriate calibre of employees.
- Agile working for all staff members which includes options for flexible working hours and up to 50% working from home for most role
- We offer a generous pension plan with employer contribution of up to 7%
- Group Life Assurance for all employees, which is equivalent to 2 x your annual salary.
- Yu-Life (employee wellbeing app)
- Flexible working conditions
- Free annual eye tests
- CBM UK offers a free Lifestyle Counselling Helpline & Online Support Service
- A Wellbeing Working Group in place to actively support mental health and wellbeing in the office.
- Bike to work scheme.

Useful Information

CBMUK is currently located in Cambridge, and this will be your location and contract base. Due to current restrictions on office capacity the majority of our staff are working from home. All aspects of this including how we are supporting homeworking and the office transition will be discussed at the interview stage with you.

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.

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.

CBMUK is an equal opportunities, disability-confident employer and committed to achieving the highest standards of diversity, fairness and equality. Should you have a disability and require any additional support, please contact us at recruitment@cbmuk.org.uk,

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

We are unable to provide sponsorship for this post. In order to apply for this post, you must be able to demonstrate your eligibility to work in the UK.

Therefore, all 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 a DBS Check.

How to apply

More information about CBM can be found by visiting our website: www.cbmuk.org.uk

Closing date is open and dependant on the right applicant. We encourage those who may be interested in the position to initially contact us for an informal chat, as we'd love to tell you more about this exciting role, to answer any questions and to find out a little more about you. Please email recruitment@cbmuk.org.uk or call us on 01223 484700.

Application forms can also be downloaded from: www.cbmuk.org.uk/who-we-are/work-for-us/ Please email your completed form and CV to recruitment@cbmuk.org.uk

We look forward to receiving your application