MARKETING OFFICER – September 2021 job advert

Do you have the passion, experience and drive to take our brand and marketing to the next level? Could you be part of our growing team, and help us reach more people, attract more support and transform more lives?

We are an ambitious charity, building on our achievements and working to transform the lives of women with ovarian cancer. We are also investing in our future. This is an exciting time to be joining Target Ovarian Cancer as we continue to grow as an organisation. Join us to raise awareness, fund research and save lives.

We are looking for a Marketing Officer who will support all our marketing and brand activity across the organisation. Working closely with colleagues from each department, you will be pivotal in making sure our plans deliver success.

You will be hands-on with every aspect of our marketing and brand work, from planning to analysis, creative to strategic development. With the support of the Head of Marketing, you’ll help deliver greater understanding of our audiences, increased brand awareness and understanding, regular integrated campaigns and vital insight that will help the organisation engage even more people.

We need a professional, experienced and motivated individual to make sure we can progress as quickly and effectively as we need if we are to reach our business goals. If you want to help shape the future of our charity, work with an energetic, focussed and supportive team, and get the opportunity to deliver fantastic results, we want to hear from you.

The role is a full time/part time, 37.5 hours per week, permanent position. We’re currently all working from home and will continue to offer agile working in the future as restrictions ease.

Please submit your application by midnight on Tuesday 26 October 2021 at 23:59, sending a CV and cover letter with the job in the subject line to Deborah Slaughter at jobs@targetovariancancer.org.uk . Please also complete and return the equalities monitoring form [Word] to equalities@targetovariancancer.org.uk.

**Target Ovarian Cancer is scheduling interviews as the applications come in. So, apply now!**

Interviews will be by video call until further notice.

We want to make our recruitment accessible to all, if there is a way we can support you in your application, please contact us at jobs@targetovariancancer.org.uk with the job in the subject line.

**MARKETING OFFICER
JOB DESCRIPTION**

**Job title:** Marketing Officer

**Reports to:**  Head of Marketing

**Location:** Angel Gate, London EC1, with regular home working

**Hours:**  Full time, permanent (37.5 hours)



**Salary:** £26,000

**Background:** 11 women die every day from ovarian cancer and survival rates in the UK are among the worst in Europe.Target Ovarian Cancer is the UK’s leading ovarian cancer charity**. Join us to raise awareness, fund research and save lives.**

We are the authority on ovarian cancer. We work with women, family members and health professionals to ensure we target the areas that matter most for those living and working with ovarian cancer.

Together with the ovarian cancer community, we are transforming the future for women in the UK who are living with ovarian cancer and thousands more who are yet to be diagnosed. We are ambitious, building on our achievements and investing in our future. There is so much more to do. We will not stop until we have achieved our goal of doubling survival from ovarian cancer by 2050.

Working across the entire organisation, this newly created role will play a key role in delivering our marketing and engagement work to support the delivery of our business plan. You will help us achieve our growth targets, increasing awareness and understanding of ovarian cancer and our brand, and ensuring we are always increasingly relevant, accessible and supported by our target audiences. You will work with colleagues across the organisation to ensure marketing and brand are an integral part of success and support the broader communications team and wider organisation with their ambitious objectives.

**SPECIFIC RESPONSIBILITIES**

* **Main role:** Work alongside the Head of Marketing to deliver brand and marketing growth in line with the organisation business plan’s objectives and KPIs.
* **Insight:** Ensure all marketing and brand activity is based on sound insight by developing excellent and consistently updated organisational understanding of our existing and potential target audiences, market, competitors and partners
* **Brand analysis:** Implement relevant and cost-effective brand measuring processes, working with colleagues and external experts to define, implement, manage the right brand metrics for Target Ovarian Cancer. Develop clear and engaging ways to communicate findings across the organisation and support colleagues to integrate learnings into their planning.
* **Brand development:** Support the Head of Marketing in developing the Target Ovarian Cancer brand, including work on brand insight, brand challenges, brand strategy, visual and verbal identity, brand management and brand training
* **Brand management:** Be the organisations’ go-to point for branding best practice and develop ways to ensure the Target Ovarian Cancer brand is always used consistently by all internal and external stakeholders across all applications. Design and deliver ways to increase brand knowledge and understanding, for example through creating brand training programmes, production and sign off processes, brand ambassadors, brand clinics and brand guides, books, FAQs etc.
* **Marketing roadmap:** Support the Head of Marketing indesigning, developing and updating a clear marketing roadmap to be used across the organisation to plan, manage and optimise external activity
* **Campaigns:** Designing and delivering marketing and brand campaign plans that deliver growth in reach, awareness, understanding and engagement in line with organisational business plans. Lead on or oversee planning, insight, supplier management, creative development, execution and evaluation.
* **Production:** Oversee production of marketing assets for use across the organisation and partnerships including; support with briefing, budget allocation, supplier management, production process, delivery and quality control.
* **Content and platform marketing:** Ensure all marketing activity is focussed on the most effective platform and delivered through the most effective content strategy for the target audience.
* **Creative development:** Where needed, write and edit engaging copy across a variety of marketing and brand materials and platforms, and work closely with designers and producers to develop marketing and brand assets.
* **Marketing audit:** Conduct regular organisation-wide marketing audits to ensure most effective and efficient use of existing assets, brand consistency and budget allocation.
* **Budget:** Support the Head of Marketing with budget planning and management
* **Reporting:** Develop a clear and engaging marketing dashboard that will help the organisation understand and appreciate the contribution marketing makes to organisational success. Produce top-line recommendations to increase effectiveness of marketing activity.
* **Relationships:** Establish and maintain close working relationships with colleagues across the organisation to ensure they are fully involved with the relevant areas of our marketing and brand work, and benefit from our involvement in their planning. Build and develop relevant external relationships to ensure Target Ovarian Cancer can grow its reputation within the sector, and learn from close contact with best practice.
* **Sector, subject and industry knowledge:** Develop and maintain a robust and up-to-date understanding and context of current issues in ovarian cancer, the charity sector, marketing, brand and engagement.
* **Support colleagues:** Working flexibly across the organisation either independently or supporting the Head of Marketing as required. Be prepared to work outside standard office hours to support key events or activities.

**PERSON SPECIFICATION**

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|  | **Essential** | **Desirable** |
| **Knowledge and experience** |  |  |
| Strong marketing and communication skills, with previous experience in a marketing or brand role | X |  |
| Experience of developing and delivering marketing and campaign plans | X |  |
| Experience of delivering against a marketing strategy  | X |  |
| Experience of managing several projects concurrently  | X |  |
| Experience of developing or managing marketing insights through measuring and benchmarking performance  | X |  |
| Strong understanding of brand, and knowledge of brand strategy, brand development, brand identity and brand management  | X |  |
| Excellent understanding of producing and deploying content, especially digital content  | X |  |
| A good understanding of advertising across digital, print, out of home and radio  |  | X |
| Excellent customer service and stakeholder management skills | X |  |
| Ability to work independently and calmly under pressure | X |  |
| Ability to think creatively and introduce new ideas and concepts helping to support the wider objectives of the communications team | X |  |
| Experience of building effective and collaborative working relationships with a range of internal stakeholders | X |  |
| Ability to manage and handle confidential and sensitive information appropriately | X |  |
| Experience of leading projects and campaigns |  | X |
| Experience of managing third party suppliers eg agencies, freelancers, volunteers |  | X |
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| **Personal attributes and skills** |  |  |
| Passionate about the positive impact brand and marketing has on organisational success | X |  |
| Excellent personal time management, planning and organisational skills | X |  |
| Excellent interpersonal and communication skills. Can bring people together and explain brand and marketing to non-specialists | X |  |
| Be proactive in their own professional development | X |  |
| High level of attention to detail and accuracy | X |  |
| Strong team-player who can also work independently | X |  |
| Understanding of and sympathetic to vulnerable people | X |  |
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**EQUAL OPPORTUNITIES**

Target Ovarian Cancer is committed to the promotion of equal opportunity and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.

Target Ovarian Cancer is a company limited by guarantee, registered in England and Wales (No. 6619981). Registered office: 30 Angel Gate, London, EC1V 2PT. Registered charity numbers 1125038 (England and Wales) and SC042920 (Scotland).