



Job Title	Email Marketing Officer
Directorate	Marketing and Digital
Accountable to	Head of Marketing and Digital
Responsible to	Senior Email Marketing Manager

About Us

The Royal Marsden Cancer Charity raises money to save the lives of people with cancer, everywhere. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

We are a very ambitious organisation which has gone through transformational growth over the past five years. Alongside funding an existing programme of world-leading research, treatment and care, the Charity completed its largest capital appeal to date, successfully raising £70 million to build the Oak Cancer Centre at the hospital's Sutton site, which opened in summer 2023.

However, with one in two of us expected to develop some form of cancer, it is essential that we go even further in our fundraising efforts to support the essential work of The Royal Marsden. Therefore, we are delivering our most ambitious strategy yet, that will see us raising at least £215m over the 5-year period.

The Charity is committed its biggest fundraising appeal to date, for a new major development project in Chelsea. There is also an extensive portfolio of engaging projects outside of the capital appeals that help to support all aspects of the hospital's work to improve the lives of cancer patients.

Our Values

We know that to succeed it is critical to work collaboratively, with a set of shared behaviours that guide and govern how we work every day. In consultation with our staff, we have defined five Values which we believe are central to who we are and how we work and we are committed to living them daily.

We are:

Respectful

We believe in a safe, supportive workplace, seek the expertise and contribution of others and are mindful of the needs of our supporters and stakeholders.

Kind

We are caring, responsive, considerate, and generous with our time.

Ambitious

We have high aspirations and are enterprising in our approach.

Purposeful

We make informed decisions which support our agreed priorities, showing desire and determination to achieve our goals to make a tangible difference.

Versatile

We explore alternative solutions and respond positively to new opportunities to maximise our impact.

The Marketing and Digital Team

Working for us offers you a challenging and rewarding career, as well as the chance to really improve the lives of those living with cancer.

The Marketing and Digital team are a creative and supportive team, responsible for The Royal Marsden Cancer Charity websites, email, social channels, direct mail, paid advertising and more. This is an exciting time to join our growing Marketing and Digital team as we shape and improve the charity's digital approach and prepare to launch a new large-scale capital fundraising appeal.

In this role the successful candidate will be supported by the team to grow their skills and gain experience of planning and delivering high impact digital communications, with a focus on email from lead generation and conversion to retention and reactivation. The successful candidate will also be supported through continued learning and training opportunities.

Job Purpose

We are looking for a highly motivated and organised Email Marketing Officer with a background in marketing. The successful candidate will be a proactive worker and able to demonstrate strong communication and collaboration skills. They will play a crucial part in the communications with current and future supporters of the charity.

Supported by the Senior Email Marketing Manager, the Email Marketing officer will work closely with colleagues across the organisation to deliver our email programme, building high-quality, personalised email campaigns/journeys, improving email engagement, championing email marketing, ensuring a data-driven approach is taken and helping teams to evaluate their email programme. They will use their creativity and strong copywriting skills to work with members of the fundraising and PR teams to develop engaging content for our email channel.

This role would be a good fit for someone enthusiastic about learning more and creating digital communications and good customer journeys, and who has keen attention to detail. This role works across teams, in close partnership with various stakeholders, and requires a collaborative and positive approach.

Working Relationships

The role will liaise with teams across the organisation. This includes, but is not limited to, Marketing and Digital colleagues, PR and Communications, Heads of Fundraising and wider fundraising teams. The role also works directly with associated third parties, freelancers, agencies and digital consultants as needed.

Key Areas of Responsibility

Day-to-day management and improvement of the email programme

- Support the Senior Email Marketing Manager and Senior Email Marketing Officer (SEMO) with the end-to-end management of the email marketing program, including marketing, stewardship, and transactional emails.
- Support fundraising teams with email content, while developing and improving user journeys.
- Support the SEMO and, over time, manage automated stewardship journeys, ensuring their timely delivery.
- Create email banners and other creative assets to support campaigns, ensuring all assets align with the charity's brand guidelines and are optimised for email deliverability and engagement.
- Work with colleagues to leverage existing data and insights, using this information to develop engaging and informative content that meets supporter needs.
- Maintain the team's Trello board, ensuring it is up-to-date and reflects the current status of all projects and campaigns.
- Safeguard the integrity of The Royal Marsden's Cancer Charity's communications programme, ensuring it complies with data protection regulations and any other applicable legislation.

Embedding and promoting email best practice

- Ensure all new campaigns adhere to email best practices.
- Provide advice, recommendations, and feedback to help colleagues across the charity deliver high-quality email marketing and stewardship experience for key campaigns.
- Support the SEMO in upskilling Royal Marsden Cancer Charity teams to increase

their knowledge of and proficiency in email marketing.

Analysis and reporting

- Assist with the upkeep of the Charity email testing plan.
- Analyse the effectiveness of our emails using inbuilt analytics, CRM reporting and tools like Google Analytics.
- Perform tests and share insights, findings, and best practice with Charity teams to ensure people understand what is working well and how this can improve their areas of work.

Collaborative team working

- Build and maintain positive working relationships with multiple internal teams. Proactively collaborate with colleagues to review their campaigns and provide the final touches needed for effective email delivery.
- Work closely with the Senior Email Marketing Manager and Senior Email Marketing Officer, contributing to a high-performing and supportive team environment. Provide assistance as needed to ensure the overall success of the email programme.
- Collaborate with colleagues across Marketing and Digital to ensure all supporter journeys, particularly those involving email, are seamless.

This job description is intended as an outline of the general areas of activity within the job role. It will be amended from time to time in the light of the changing needs of the organisation.

Person Specification

Candidates must be able to demonstrate	Essential (E) or Desirable (D)
Qualifications & Training	
Qualifications or training in copywriting, email marketing, Google Analytics and any related software or technology.	D
Experience and knowledge	
Experience using an ESP such as Adestra or Mailchimp and ability to quickly pick up new digital tools and software.	E
Experience with tools such as Google Analytics or Data studio to gain actionable insight.	E
Knowledge and understanding of the principles of email marketing best practice.	E
Experience of digital planning and collaboration tools such as Trello, Microsoft teams	D
Key competencies	
Excellent writing, copy-editing and proofreading skills, with an eye for detail and a strong command of the English language.	E
Knowledge and understanding of digital technologies, an interest in email marketing and commitment to continuous professional development and learning.	E
Ability to communicate, collaborate and build good working relationships.	E
Strong organisational skills, ability to work proactively and manage multiple tasks concurrently.	E

The above criteria are necessary for this post and will be used when shortlisting applicants for interview and throughout the recruitment and selection process.

Conditions of Service

Salary	£28,000 - £32,000 per annum
Contract Type	Permanent
Hours of Work	37.5 per week
Location	Hybrid working, with 40% of time spent in our Chelsea, London office and a minimum of one day a month in Sutton.
Benefits	27 days annual leave allowances, contributory pension scheme, life insurance, enhanced maternity and adoption pay, employee assistance programme, subsidised canteens, flexible working and more. Refer to our summary of benefits information attached, and on our website for further details.

Diversity and inclusion

The Royal Marsden Cancer Charity believes in treating people fairly with respect and dignity, and in valuing diversity. We believe that a diverse workforce allows us to deliver on our mission to ensure our nurses, doctors, researchers and supporting staff can provide the very best care and develop life-saving treatments for cancer patients.

We believe everyone has the right to live their life without fear and prejudice and contribute to society in a way which is authentic to them.

It is this core belief that underscores our commitment to providing equal opportunities for all staff and volunteers at the Charity. Our aim is to foster a supportive culture which values the contribution of each member of the team regardless of their age, sex, gender reassignment, sexual orientation, marriage or civil partnership, pregnancy and maternity, disability, nationality, race, religion or belief.

Ultimately, our aim is to create a workforce which is representative of the people we exist to support, whilst contributing to the creation of a more equitable, diverse and inclusive charitable sector.

Summary of Benefits

Work Environment

- Bright modern office in Chelsea, a short walk from South Kensington station.
- Our Sutton office is based in the heart of the hospital, alongside staff and patients. A shuttle service to and from Sutton station is provided in the morning and at the end of the day.
- On-site subsidised canteens.

Pay and Pension

- Competitive salaries benchmarked against the market with annual increases.
- Auto- enrolment in our Aviva pension scheme from day one.
- Up to 6% employer contributions subject to matched contribution from you (increasing with length of service).

Work-Life Balance

- Enhanced occupational maternity and adoption leave and pay.
- Flexible working options to support those with caring responsibilities

Holidays and Time Off

- 27 days annual leave per annum plus UK bank holidays (pro rata for part time staff)
- Entitlement rising to 29 days (pro rata for part time staff) after five years' service.
- Opportunity to carry over 5 days (pro rata for part time staff) into following annual leave year.

Health and Wellbeing

- Self-referral to a confidential counselling service for work related or personal reasons.
- Access to an employee assistance programme designed to save you money and improve your physical, financial, and mental health and wellbeing.
- Free sight test every two years and contribution towards any glasses required for work purposes.
- Generous paid sick leave based on service.
- For members of our pension scheme, we offer life insurance of twice your annual salary subject to the rules of the scheme.

Flexible Working

- Hybrid working for most roles which allows you to work from the office 40% of your time and from home for 60% of your time each month.
- Flexible working hours for most roles which allows flexibility outside of our core hours of 10am to 4pm.
- Provision of laptop to work from home.