

RUTH STRAUSS FOUNDATION

JOB DESCRIPTION

Job Title: Digital Marketing Executive

Responsible to: Head of Marcomms, Ruth Strauss Foundation

Accountable to: Board of the Ruth Strauss Foundation

Hours per week: Monday-Friday 9.00am – 5.00pm

Location: Home based to begin with, then office based (Lord’s Cricket Ground NW8) when the ground re-opens subject to Covid-19

Ruth Strauss Foundation

In early 2018, Ruth Strauss, the wife of Sir Andrew Strauss the former England cricket captain, was diagnosed with an incurable lung cancer that affects non-smokers. Ruth died on December 29th 2018; she was 46 years old and mother to two children, then aged 10 and 13.

In her memory, Sir Andrew has launched The Ruth Strauss Foundation to:

- Provide professional emotional support for families when a child is facing the death of a parent
- Facilitate collaboration and influence research in the fight against non-smoking lung cancers

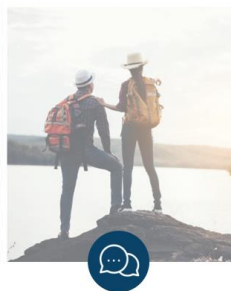
Job Purpose

OUR SPIRIT *We Are*



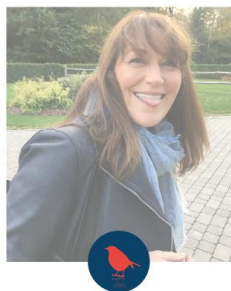
Compassionate

With dedication & understanding we strive to improve the lives of those affected by cancer.



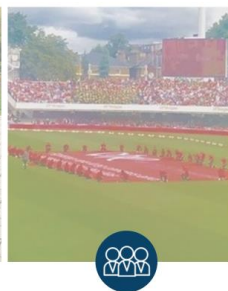
Pioneering

We are unafraid to think and respond differently. Our aspiration is to pioneer change.



Spirited

We carry Ruth’s spirit in delivering our mission: with determination, grace & laughter.



Professional

We take pride in our approach; it’s the little extras that make the difference.



Family First

Without compromise, family is at our heart - together we can make a difference.



We are recruiting for a Digital Marketing Executive to join our growing team. The core purpose of this role is to support the Head of MarComms to deliver the digital brand, marketing and communications requirements across our fundraising activities and the services we provide to our beneficiaries.

As part of a small team, you will initiate (digital) marketing campaigns and run with them from conception up to execution. You will work on our digital brand and fundraising campaigns as well as marketing our diverse portfolio of fundraising events.

We are looking for a confident and driven marketer with the ability to harness the power of digital marketing, create content, build campaigns, optimise our channels and drive responses to our marketing, communications and fundraising activities.

Key Relationships

- Head of Marcomms & Digital
- Various Ruth Strauss Foundation departments
- Supporting third-party agencies

Role Profile and Key Responsibilities

The digital marketing executive has several job responsibilities to execute. Some of these roles include:

- Supporting the Head of MarComms on marcomm activities and digital fundraising initiatives. This role is inclusive of social media, email marketing, website and marketing databases
- Support in the development of consistent branding, fundraising and communication materials for a diverse range of audiences including beneficiaries, healthcare and education professionals, charity supporters and key stakeholders
- Monitor website & social media traffic and enable digital growth
- Write copy for diverse marketing distributions (brochures, press releases, direct marketing and website material etc.)
- Create simple static content/designs for marketing purposes for different audiences including case-related products and digital assets for charity partnerships
- Organise and monitor progress of both fundraising and mission awareness campaigns using various metrics and create reports of performance
- Report on the performance of social media & digital marketing activities and compare the results against key performance indicators
- Review the brand message across RSF's suite of digital platforms regularly to ascertain its consistency
- Collaborate with other teams to create audience-centred content
- Conduct market research and analysis to evaluate trends, brand awareness and competition ventures
- Collaborate with other supporting teams to create impressive audience-centred web pages
- Identify the latest digital technologies and current digital trends affecting the industry

- Create compelling cause-related newsletters and engaging content for charity supporters
- Attendance at events, as required, to collate and gather appropriate content to be used during campaigns. These events may be outside of the standard hours.

What we are looking for:

In addition to someone who can embody the spirit of the RSF, you should also have the following skills and experience:

- At least two years working experience in (digital) marketing roles, with a good understanding of marcomms across digital channels
- Excellent communication and people skills
- Creative and commercial awareness, with a keen eye for detail and able to maximise opportunities to engage with charity supporters and provide the best experience for beneficiaries
- Competence in Adobe Photoshop & Illustrator ideal
- Experience in developing and executing successful social media campaigns
- Experience in developing and executing successful direct mail campaigns
- Exhibit practical experience in keyword research, SEO management, email and database marketing
- Knowledge of marketing and web analytics tools
- In-depth knowledge & insights on all social media platforms & analytics tools
- Excellent written grammar, competent user of Microsoft Word, Excel and PowerPoint etc

Qualities of a Successful (Digital) Marketing Executive

We are looking for a candidate with the following qualities:

1. **Creativity** - The ability to be creative in developing unique ideas. Competence in Adobe Ps/Ai desirable
2. **Adaptability and Flexibility** - A willingness to adapt and change in a fast-paced environment. There are often new projects, practices, and trends to be embraced
3. **Analytical** - A keen interest in data with competence in SEO, WordPress and web analytics tools
4. **Passionate Learning** - Passion for constant learning & executing is a prerequisite
5. **Communication Skills** - Outstanding communication skills
6. **Independent** - Ability to independently and proactively move campaigns & projects forward, ensuring timely & successful completion

How to apply:

We are committed to being an inclusive workforce that fully represents many different cultures, backgrounds and viewpoints. We welcome applications that help us in our mission to be a place where you can be yourself and thrive.

Please send your CV and covering letter to rosie.ranganathan@ruthstraussfoundation.com by **16 April 2021**.

Our intention is to interview shortlisted applicants via zoom ideally w/c 19 April with a view to appoint the successful applicant to start beginning of May 2021, subject to availability.

If you have any queries on this role, please contact: rosie.ranganathan@ruthstraussfoundation.com