

RUTH STRAUSS FOUNDATION

JOB DESCRIPTION

Job Title: Marketing Manager: Fundraising & Digital

Salary: £35,000

Responsible to: Head of Marcomms & Digital, Ruth Strauss Foundation

Accountable to: Board of the Ruth Strauss Foundation

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

Location: Hybrid: flexibly across the week between home and office. (Current office location is Lord’s Cricket Ground NW8 8QN).

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

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. 

Job Purpose

We are recruiting for a creative, highly motivated and strategically minded Marketing Manager to join our growing MarComms team, with a focus on fundraising and digital marketing.

The objective of this role is to help the charity to develop and deliver existing and new (digital) marketing content & campaigns to raise awareness of RSF, grow our supporter base, increase engagement, and ultimately drive revenue generation/income so we can continue to fund our cause.

We are looking for a confident and driven marketer with the ability to harness the power of marketing, create content, build campaigns, optimise our channels of engagement.

Key Relationships

- Marcomms & Digital Team
- Fundraising & Events Managers
- Supporting third-party agencies

Role Profile and Key Responsibilities

The role will significantly raise the profile of the organisation to supporters, customers, communities, major donors and industry. The Marketing Manager will take responsibility for all fundraising marketing activity, including various strategies and projects as needed. They will work with the Management Team to implement and develop marketing plans, including promotional/information materials for all fundraisers and events, email marketing via newsletter and promotional mailings. They will work closely with the Digital Exec to roll out social media and Google SEO campaigns, and support on database management.

The candidate should have extensive experience in all aspects of mainstream marketing/media. Excellent written and verbal communications skills coupled with highly developed interpersonal skills. Must be flexible and open to changing priorities and managing multiple tasks simultaneously within compressed periods and proven ability to oversee all marketing activities.

Some of these roles include:

- Development of consistent branding, fundraising and communication materials for a diverse range of audiences including beneficiaries, charity supporters and key stakeholders
- Develop content & write copy for diverse marketing distributions (ads, brochures, press releases, direct marketing and website material, case-related products, charity partnerships etc.)
- Organise and monitor progress of fundraising campaigns using various metrics and create reports of performance
- Conduct market research and analysis to evaluate trends, brand awareness and competition ventures
- Regularly liaise with Fundraising and Mission Services Teams to discuss objectives and report on activity and updates on marketing progress and result
- Develop and implement a digital fundraising strategy and plan
- Support on developing and implement a CRM strategy and plan
- Develop and manage paid SEO promotion to drive traffic and maximise the number and value of individual and regular donations made online.

- Support Fundraising team in developing and implementing ideas for growing (virtual) fundraising activity and community participation.
- Manage budgets for each (digital) campaign and analyse campaign performance to evaluate (digital) fundraising activity.
- Understand donor and participant behaviours to help inform future marketing campaigns and digital fundraising activity.
- Provide regular updates for core team and trustee meetings on the progress of plans and campaigns
- Ensure all digital fundraising complies with Charity and Data Protection Regulation legislation including but not limited to, Institute of Fundraising, Charity Digital Code, Fundraising Regulator and Charity Commission Guidelines

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 five years working experience in a marketing role, ideally within marketing in the charity industry
- 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
- Expertise in developing and executing marketing strategies & campaigns to raise the charity's profile, recruit new supporters, and increase fundraising income
- Experience in developing and executing CRM strategies to analyse and grow relationships
- Expertise in developing and executing digital campaigns (social media, SEO, Google Ad Grants)
- Excellent understanding of marketing and web analytics tools & techniques for reporting / to measure campaign impact & ROI
- Excellent written grammar
- Competence in Adobe Photoshop, InDesign & Illustrator
- High level of IT literacy

Qualities of a Successful Marketing Manager

We are looking for a candidate with the following qualities:

1. **Creativity** - The ability to be creative in developing unique ideas
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. **Passionate Learner** - Passion for constant learning & executing is a prerequisite
4. **Communication Skills** - Outstanding communication skills
5. **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 apply to recruitment@ruthstraussfoundation.com by 31 October 2022 with your CV and one single A4 document as to 'How your skills and experience meet our requirements'.

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