

RUTH STRAUSS FOUNDATION

JOB DESCRIPTION

Job Title: Marketing Executive, Fundraising
Salary: £28,000
Responsible to: Marketing Manager - Fundraising, 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

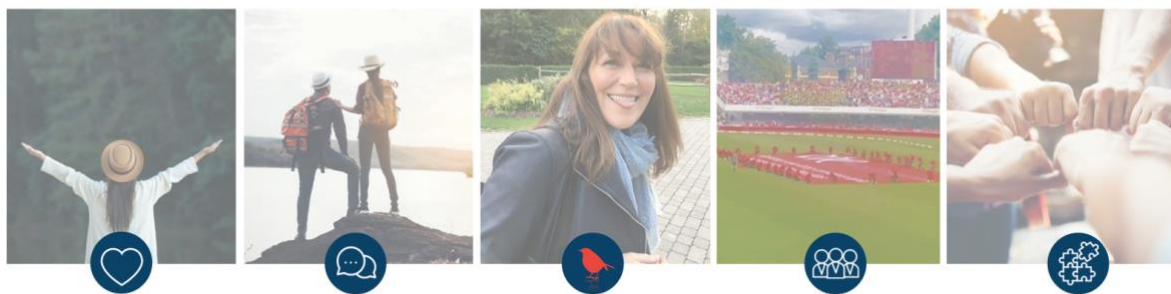
In early 2018, Ruth Strauss, the wife of Sir Andrew Strauss the former England cricket captain, was diagnosed with an incurable lung cancer that affects non-smokers. Ruth died on December 29th 2018; she was 46 years old and mother to two children, then aged 10 and 13.

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

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 Marketing Executive, Fundraising to join our growing team. The core purpose of this role is to support the MarComms team to deliver marketing and communications requirements across our fundraising activities.

As part of a small team, you will initiate 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 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 Executive 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:

- 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
- 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
- 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 content
- Identify the latest trends impacting the industry
- Create compelling cause-related newsletters and engaging content for charity supporters
- Working with agencies, freelancers and internal teams to tailor creative to meet audience needs
- Supporting the campaign set-up and management process across all channels, auditing campaign elements prior to launch

- Regularly liaise with Fundraising and Mission Services Teams to discuss objectives and report on activity and updates on marketing progress and result

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 a marketing role, with a good understanding of 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
- Experience of working on multi-channel campaigns
- Experience in developing campaign assets for use across channels
- Experience in reporting to measure the success of campaigns
- Practical experience in developing and executing direct mail (CRM) campaigns
- Understanding of developing and executing social media campaigns
- Digesting marketing data and using this to optimise campaigns
- Knowledge of marketing and web analytics tools
- Excellent written grammar
- Competence in Adobe Photoshop, InDesign & Illustrator
- High level of IT literacy, including good working knowledge of Microsoft Office packages

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. **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 send your CV and covering letter to recruitment@ruthstraussfoundation.com by **31 October 2022**.

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

