Job Description

Job title: Audience Experience Manager

Directorate:	Income and Engagement	**Team / Function:**	Engagement, Marketing and Comms
People Manager?:	No	**Direct Reports:**	0
Size of team:	Mgt team: 3 Overall team: 15	**Grade:**	G

About the Job:

Job Summary

Our Audience Experience Manager will help us raise the bar in terms of how we serve our audiences across the charity, including through our support services, fundraising, campaigns and engagement activity.

Using a sophisticated suite of insights and tools, this role will map out touchpoints, run experiments, create standardised content and provide tools and training sessions for audience-facing teams across the organisation. It's a varied role that will provide clear and practical support to empower teams to work in a more audience-centred way, creating more personalised experiences that keep audiences engaged for longer.

Main responsibilities

- Gain a deep understanding of the different audience segments at Pancreatic Cancer UK and the current activity being delivered to engage them.
- Leads on developing, experimenting on and rolling out new communication initiatives to achieve a range of audience-focussed KPIs
- Leads on developing tools, training and standardised content to support Audience Experience goals, and ensuring these are made accessible and easy to use across the organisation
- Runs workshops and drop in sessions to help teams improve their journeys and activities where required; mapping out touchpoints and championing an audience-centred approach
- Supports the Project Manager with the daily running of the Audience Experience project including scheduling meetings, taking notes and actions, obtaining updates and maintaining key overview documents

• Is a key member of the Audience Lab and supports the Senior Marketing Manager with pulling together insights, presentations and stimulus to develop the Audience Experience strategy and strategy activation sessions.
• Uses data analysis tools and insights on an on-going basis to identify where audiences experience could be improved and highlight where good practice exists.
• Is continuously horizon scanning, ensuring we are learning from best practice in Audience Experience within the sector, responding to emerging trends and technologies
• Adapts to new challenges and requirements as the charity and role evolves.
• Please note that job descriptions cannot be exhaustive, and all employees may be required to undertake other duties, which are broadly in line with the above key responsibilities

Other things to note about this role are:

• May need to work the occasional late night or weekend and time off in lieu is available.

Person Specification

About you:

To be successful in this role you will need the following:

Qualifications & Experience		D	E
1.	Experience of working in an audience experience-focussed role in a complex organisation - developing, mapping, measuring and optimising audience communications		X
2.	Experience of working within a marketing team to deliver communications and creative content to a range of audiences across a range of channels		X
3.	Experience of analysing various forms of audience insights to develop tangible actions for teams to apply to their communications		X
4.	Experience of championing the audience voice and encouraging teams to shift the culture to a more audience-centred way of working		X
5.	Experience of developing toolkits and delivering training to facilitate teams with working in a more audience-centred way		X
6.	Experience within the charity sector, preferably for a health-related cause, working closely with fundraising teams	X	
7.	CIM qualified, or other marketing qualifications	X	
Skills & Abilities		**D**	**E**
1.	Excellent communication skills, both verbal and written		X
2.	Strong project management skills with the ability to lead cross functional project groups and programs		X
3.	Excellent interpersonal skills with the ability to build good working relationships with, and influence, internal and external stakeholders.		X
4.	Excellent data analysis and numeracy skills		X
5.	Excellent IT skills, particularly Microsoft Office packages including Word, Excel, PowerPoint, Teams		X
6.	Excellent organisational skills and attention to detail, with the ability to manage a busy workload to tight deadlines		X
7.	Experience of Data Journey tools such as People Stage and Dot Digital	X	
Personal Qualities & Attributes		**D**	**E**
1.	Enjoys working as part of a team and collaborating		X
2.	Curious with a pro-active attitude		X
3.	Driven to keep on optimising and improving		X

4.	Able to show empathy for people with pancreatic cancer and their carers		X
5.	Willingness to undertake a wide range of activities at different levels		X

D = Desirable / E = Essential

All Employees are expected to:

- Show commitment to our vision, mission, and values: Courage, Compassion & Community and demonstrate this through their work and interactions internally and externally, and on our behalf.
- Be committed to furthering the aims of the organisation and to learning and developing their own skills to grow both themselves and the organisations capabilities.
- Respect our obligations and approaches to health and safety, data protection, equality and diversity and safeguarding compliance and best practice.
- To be responsible for looking after themselves and their health and to let us know if we are doing anything to affect or impact on this.
- Understanding and accept Pancreatic Cancer UK's policy on the use of animals in research which is in accordance with the AMRC.
- To promote and safeguard the good reputation of the organisation and act in a way which is ethical and moral, and to not undertake any activities that will bring the organisation into disrepute.