



JOB TITLE	COMMUNICATIONS AND MARKETING INSIGHT, PERFORMANCE AND PLANNING MANAGER – 6-MONTH MATERNITY COVER
LOCATION	HAMMERSMITH, LONDON
SALARY AND BAND	BAND 7 POINT 3 £42,789 PER ANNUM (£8,164 PA LONDON WEIGHTING)
ANNUAL LEAVE	27 DAYS PLUS 9 DAYS BANK HOLIDAYS PER ANNUM
REPORTS TO	DIRECTOR OF PERFORMANCE

ABOUT MAGGIE'S

We provide free cancer support and information in our specially designed centres across the UK and online. Working alongside NHS hospitals, Maggie's centres are staffed by expert Cancer Support Specialists, Psychologists and Benefits Advisors, helping people to take back control when cancer turns life upside down.

Our long-term ambition is to be there for everyone with cancer in the UK at all 60 cancer centre sites to ensure that there is no-one living with cancer who is unable to access the expert psychological and information support that they so desperately need to live the best quality of life possible. The next five years brings us over the halfway mark to achieving this goal.

ABOUT THIS POST HOLDER

This is an exciting opportunity for a Performance and Planning Marketing & Communications professional that wants to help develop and grow Maggie's profile, reach and reputation across the UK. Focused on enabling insight-led communications that support the achievement of our organisational objectives, increasing awareness of and support for our centres and online resources, and enhancing our planning and performance processes to create new opportunities to support people with cancer. We want someone who is passionate about the impactful role insight, communications and effective marketing can play in making sure Maggie's can be there for anyone with cancer. Determined, professional, friendly and resourceful; you will use effective strategic planning and performance systems and approaches to drive forward strategic insight and aligned activity across the organisation. As a self-starter with strong team-working skills, you will be highly motivated and experienced in managing an exciting and varied workload, building relationships across function and organisation boundaries, leading project teams and working groups, and improving approaches to planning, performance development, and insight generation.

ABOUT THIS ROLE

The key areas of focus of this 6-month maternity cover role is three-part: (a) To lead on the data analysis and evaluation of Maggie's Supporter Survey – combining qualitative and quantitative analysis to generate valuable insights from which to drive performance and growth; (b) Develop insight on Maggie's visitor acquisition and retention - Analyse the support journey's our Maggie's visitors take with us to help inform brand, communications and marketing strategies, with a view to increasing our visitor numbers; (c) Lead Maggie's brand campaign analysis to inform our brand strategy.

KEY RESPONSIBILITIES

- Lead the analysis and evaluation of our Maggie's Supporter Survey. Working with data analysts and insights colleagues, and the Director of Performance, Marketing and Communications Director and Fundraising Director, develop valuable insight to help inform our Brand, Communications and Marketing strategy, as well as our Fundraising strategy.
- Conduct analysis, in collaboration with data analysts and insights colleagues, of our Maggie's visitors support journey's. Establishing any important themes on our visitor retention and acquisition, to inform our Brand, Communications and Marketing strategy, as well as our Programme strategy.
- Lead Maggie's brand campaign analysis, working in collaboration with communications and marketing colleagues and key external stakeholders. As part of this support the evaluation of the effectiveness of our marketing activity, including brand tracking and visitor marketing.
- Support the Marketing and Communications Director in evidence-based marketing and communications strategy development and functional planning – based on audience data and insights.
- Identify audience journeys and analyse the impact of organisational activity across the marketing funnel.
- Manage our reporting framework for understanding the impact of marketing and communications.
- Where required, project manage key operational projects to support the Communications and Insight function.
- Work with the Head of Brand and Communications and Director of Performance to ensure insight and evaluation findings are shared and communicated effectively.
- Disseminate audience insight to inform decision making across Communications and Insight, Programmes and Fundraising.
- Support Teams across Maggie's to plan, develop and deliver strategic projects and campaigns.
- Other duties and responsibilities in accordance with the role.

SKILLS AND EXPERIENCE

- In depth knowledge of working within a Brand, Communications and/or Marketing function.
- Experience of carrying out mixed method analysis and evaluation of data, qualitative and quantitative, to develop communication and marketing plans and strategy
- Experience generating insight from data, through use of analysis, graphical visualisations, narrative and impact statements
- Experience using Microsoft Excel, Power Bi and google suite - Google Analytics and Looker Studio, for data analysis and presentation
- Ideally experience with Dot Digital marketing platform and Google Search Console for search traffic analytics
- Experience of building planning and performance frameworks across boundaries within an organisation.
- Flexibility, adaptability and resilience, with the ability to work with others to improve ways of working.
- Excellent written and verbal communication skills, including ability to assess multiple sources of information and summarise for decision-making.
- Ability to manage insights projects and work well with internal and external stakeholders