

Role Profile

Details	
Job Title:	Creative Manager
Job Grade:	Manager
Reports to:	Head of Marketing
Based in:	Harrogate
Hours:	Full time, 37 hours
Overall purpose	
<p>The Creative Manager helps achieve Yorkshire Cancer Research's strategic aims by:</p> <ul style="list-style-type: none"> Increasing awareness of the Yorkshire Cancer Research brand, working with the Head of Marketing, Brand Marketing Manager and external creative partner(s) to ensure our brand is portrayed in a consistent and compelling way across all brand touchpoints. Leading the creative development of marketing and fundraising campaigns that reach and engage key target audience(s), motivating them to support Yorkshire Cancer Research. Leading the charity's in-house creative capability, working with colleagues across the charity to deliver effective marketing and communications that raise awareness of Yorkshire cancer research, engage supporters and generate income to help save lives in Yorkshire. 	
Key responsibilities	
<ul style="list-style-type: none"> Be the creative guardian of the Yorkshire Cancer Research brand ensuring it is accurately, consistently and effectively represented in all the charity's marketing communications. Work with the Head of Marketing and Brand Marketing Manager to grow, improve and share the charity's visual brand guidelines, brand assets and brand collateral to support the aims of the charity and the needs of colleagues. Create new and improve existing brand assets and resources – these may include, for example, branded templates, strategic brand or campaign 'playbooks', printed brand literature and brand photography. You will work closely with the Marketing team to help strengthen our charity's brand across multiple touchpoints, building brand equity and communicating the charity's impact. Lead the creative design, development and delivery of charity fundraising campaigns. Responsible for creative development from initial brief and exploration of ideas, to campaign 'look and feel' (including key visual and, if applicable, headline copy) through to the delivery of creative assets across multiple different touchpoints (e.g. web, email, social, video, Direct Mail, merchandise etc.). Working as a key member of a multi- 	

functional team, you will support the delivery of campaign objectives through excellent creative that is in line with the charity's brand guidelines. You will bring creative inspiration and ideas to campaign/project teams and contribute as a key member of the campaign delivery team.

- Work with the Head of Marketing and Brand Marketing Manager to contribute to and support mass-media brand / charity / public health campaigns as required. This may involve working with an external lead creative agency and with other supporting agencies/media partners to deliver impactful integrated multi-channel campaigns to raise awareness of the charity across Yorkshire. You will work collaboratively as part of a multi-disciplinary delivery team, to support the development and roll out the campaign across all required channels.
- Lead the charity's in-house creative capability, line managing the Graphic Designer and working in collaboration with external creative partner(s) as required to manage creative requests from across the charity and deliver high quality creative outputs. Work with the Head of Marketing to effectively prioritise resource and work with colleagues across the charity to help them understand how to access creative resource and what is required from them (e.g. Creative Brief) for this to be managed effectively.
- Line Manage the Graphic Designer, supporting them to develop their creative skills and providing guidance to help them to achieve their business and personal development objectives. Together you will form a strong creative function that contributes fully to the Marketing and Brand and Relationships Teams.
- Identify, recommend and implement opportunities to improve the effectiveness of the charity's creative capability. From software to improve core processes (e.g. job log / management / approvals / file storage) to subscriptions (e.g. photo libraries / digital asset library) to hardware and equipment (e.g. photographic equipment / digital hardware) to managing relationships with external partners (e.g. photographers / videographers). You will help the charity to identify requirements, evaluate options and make recommendations to improve the charity's creative infrastructure.
- Ensure all creative, marketing campaigns and assets are compliant with regulations (e.g. GDPR/PECR, fundraising regulations) and that we adhere to internal compliance policies and processes (e.g. procurement / photo consent). Work to ensure the charity's creative is inclusive and accessible so the Yorkshire Cancer Research brand can be accessed by all people and communities across Yorkshire.
- Support the Head of Marketing to develop and grow the skills of the whole marketing team (including team training, coaching, away-days, meetings etc). Contribute fully to the marketing team, supporting with projects and activities commensurate with level.

Qualifications

- Degree and / or equivalent level qualification (ideally in a discipline that relates to this role but need not be a design/marketing degree).
- Has invested in professional development to refresh / acquire new marketing skills.

Knowledge and experience

- In-depth knowledge and understanding of design, creative processes, brand and marketing.
- Experience working in a similar role at manager / senior manager level
- Knowledge / experience of designing for a range of channels (including a understanding of digital/social) to deliver insightful and holistic integrated marketing campaigns.
- The ideal candidate will have charity experience. At minimum, a good understanding of charity marketing is required for this role.
- Line management experience.

Skills and abilities

- Excellent creative skills. Confident working across a range of different medium / channels at all stages of the creative process to generate ideas and creative solutions.
- Graphic design skills. Able to independently develop marketing campaigns and collateral as well as having the ability to collaborate with and/or manage other designer(s) and grow their skills.
- Strategic thinking. Able to analyse a marketing brief, learn from / take inspiration from external case studies, data or trends and creatively translate the brief into marketing ideas that meet the strategic objectives.
- Supporter mindset. Able to think from the customer's point of view and use this insight to inform creative and marketing that connects with the target audience, delivering a positive customer experience of the brand.
- Leadership skills. Able to formulate a vision and effectively communicate this to others then to get behind an agreed approach and implement this effectively.
- Good collaboration skills. Able to work effectively as part of a team.
- Communication skills: able to share ideas and creative designs effectively with others.

- Good organisational and project management skills. Able to handle multiple requests and prioritise effectively.

Other requirements

- Proof of your eligibility to work in the UK.
- Professional qualification check (to be undertaken once the role is offered and accepted).
- Full UK driving licence, access to own vehicle and willingness to travel to other locations is desirable.

DBS Check Level

- This role requires a basic DBS check (to be undertaken once the role is offered and accepted).

Values and Behaviours

- Passionate about the values of Yorkshire Cancer Research (see 'Our Values' see below).

Our Values & Behaviours

Our Values



Our Behaviours

	Behaviours
Here for Yorkshire	<p>The needs of people in Yorkshire come first</p> <p>Yorkshire Cancer Research exists to prevent diagnose and treat cancer in Yorkshire. The needs and interests of people in Yorkshire are at the forefront of what we do, how we think and how we act.</p> <p>People are the heart of everything we do</p> <p>When we develop new plans, projects and activities, we actively seek patient, supporter and/or customer input to inform our approach and decision-making.</p>
United by the Cause	<p>United by the need to <i>Give Yorkshire More Life to Live</i></p>

	<p>We are transparent and open in what we do and what we say, uniting to support one another in achieving our shared goals.</p> <p>We collaborate with each other and other organisations</p> <p>We work to build relationships based on trust and collaboration. We seek to understand the needs and objectives of others to establish the common ground and agree how we can work together to benefit people in Yorkshire.</p>
Think Big and Bold	<p>We deliver world-leading research and services</p> <p>We evaluate worldwide research and we test and we learn in order to drive the greatest advances and impact in cancer research and services. We promote a culture of continual improvement and innovation.</p> <p>We dare to think differently to Give Yorkshire More Life To Live</p> <p>We are ambitious and not afraid to try something new or difficult when it comes to achieving our goals.</p> <p>Nor are we afraid to make difficult decisions when they are in the best interests of those we exist to serve; the people of Yorkshire.</p>
Making it Happen	<p>We create and build solutions</p> <p>We are focused on understanding the impact of our work and the difference it is making. We ensure we are always pushing forward the achievement of our charity's vision.</p> <p>We approach our work with positivity, energy and drive</p> <p>We see every challenge as an opportunity to provide a solution.</p> <p>When it comes to preventing, diagnosis and treating cancer, we deliver pioneering solutions <i>To Give Yorkshire More Life To Live</i>.</p> <p>We pursue our goals with enthusiasm and commitment; always asking 'Can I, and can we, do more?'.</p>

YORKSHIRE CANCER RESEARCH

Job Applicant Privacy Notice

Data controller: Yorkshire Cancer Research (the Charity)

As part of any recruitment process, the Charity collects and processes personal data relating to job applicants. The Charity is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

What information does the Charity collect?

The Charity collects a range of information about you. This includes but is not limited to:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and
- equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

The Charity collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

The Charity will also collect personal data about you from third parties, such as references supplied by former employers, information from employment background check providers and information from criminal records checks. The Charity will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

Why does the Charity process personal data?

The Charity needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the Charity needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

The Charity has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Charity to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Charity may also need to process data from job applicants to respond to and defend against legal claims.

Where the Charity relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The Charity processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the Charity processes other special categories of data, such as information about ethnic origin, sexual orientation, health or religion or belief, this is for equal opportunities monitoring purposes.

The Charity is obliged to seek information about criminal convictions and offences. Where the Charity seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

If your application is unsuccessful, the Charity will keep your personal data on file in case there are future employment opportunities for which you may be suited. The Charity will ask for your consent before it keeps your data for this purpose, and you are free to withdraw your consent at any time.

Who has access to data?

Your information will be shared internally for the purposes of the recruitment process. This includes members of the HR and senior executive teams, interviewers involved in the recruitment process, managers in the Charity's team with the vacancy and IT staff if access to the data is necessary for the performance of their roles.

The Charity will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Charity will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and the Disclosure and Barring Service to obtain necessary criminal records checks.

The Charity will not transfer your data outside the United Kingdom.

How does the Charity protect data?

The Charity takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties. The Charity has a Data Protection Policy and an ICT Acceptable Use Policy which apply to all its employees.

For how long does the Charity keep data?

If your application for employment is unsuccessful, the Charity will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow the organisation to keep your personal data on file, the Charity will hold your data on file for a further period of 6 months for consideration for future employment opportunities. At the end of that period or once you withdraw your consent, your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new employee privacy statement.

Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the Charity to change incorrect or incomplete data;
- require the Charity to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the Charity is relying on its legitimate interests as the legal ground for processing; and
- ask the Charity to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Charity's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact the Charity's Company Secretary, Joanne Mornin (joanne.mornin@ycr.org.uk)

You can make a subject access request by contacting the Company Secretary.

If you believe that the Charity has not complied with your data protection rights, you can complain to the Information Commissioner.

What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data to the Charity during the recruitment process. However, if you do not provide the information, the Charity may not be able to process your application properly or at all.

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