

**Blood
cancer
UK**

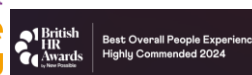
Direct Marketing Coordinator

As a charity, we are hugely proud of the impact we have had on behalf of people affected by blood cancer. The £500million we have invested in research over the last 60 years has saved many thousands of lives. This is an exciting time to join Blood Cancer UK as we are now in a position where the day we will beat blood cancer is finally in sight as we strive towards our mission to beat blood cancer within a generation.

We are looking for an experienced and driven Direct Marketing Coordinator to support the Direct Marketing Managers in the delivery of our fundraising campaigns and development and managing our online shop. Our fundraising channels cover a number of channels including Direct Mail, Social Media, PPC, TM etc. While the role will be supporting the Direct Managers in delivery of the team's objectives there is the opportunity to lead on projects and delivery of objectives for the right candidate.

The closing date for this exciting opportunity is: **9am on Wednesday 23 October**

*Please note that we may bring forward the closing date at our discretion.
Blood Cancer UK values diversity and is an equal opportunities employer*





WHY WORK AT BLOOD CANCER UK?

We started because of Susan, we'll get there because of you.

Blood Cancer UK was started by one family who lost their daughter, Susan, to blood cancer, and that history and sense of family continues to shape who we are today. When you join Blood Cancer UK, you don't just become an organisational employee – you become part of a collaborative community dedicated to funding research into beating blood cancer that includes some of the most inspiring people you'll ever meet.

And we're not that far away from beating blood cancer. We're confident we can do it within the next generation, and this makes us hugely ambitious and gives us a sense of real urgency. It also means we're changing quickly as an organisation as we constantly challenge ourselves and strive to become more and more effective. This pace of change means working here isn't for everyone. But if you're excited by the chance to work in a fast-paced, agile and supportive environment with the focus and ambition to beat blood cancer this could be the place for you! We focus on results rather than time spent at a desk, so we deliver more for people affected by blood cancer.

Blood Cancer UK offers the chance to work for and with people affected by blood cancer, and the opportunity to advance your career and develop your skillset whilst taking on exciting new challenges and making your mark.

ABOUT US

We are Blood Cancer UK, and we want to change the world for all blood cancer patients. Every year we stop more people dying of blood cancer and our researchers are even working to stop people developing blood cancer in the first place.

We're the UK's specialist blood cancer charity and our vision is clear: we're here to beat blood cancer and we've been working to do this since 1960.

We fund world-class research; provide information and support to patients and their loved ones; and raise awareness of blood cancer. Since 1960 we have invested more than £500 million in blood cancer research in the UK. Where we've invested, survival rates and quality of life have improved.

We're proud to say that UK blood cancer research leads the world, thanks to the money we've been able to invest because of our supporters and fundraising. But we still have so much more to do: blood cancer is the 5th most common cancer and sadly it is the 3rd biggest cancer killer in the UK claiming more lives than either breast or prostate cancer.

We improve the lives of blood cancer patients with cancers such as leukaemia, lymphoma and myeloma because we believe everyone should be able to live their life to the full. We've been working to beat blood cancer for over 50 years and we won't stop until we do. Be a part of our story and help us change the world.

OUR VALUES

Our values inspire us, and guide our decision making and actions. We will ask all shortlisted candidates about their connection to our values at interview stage, so please make sure that our values resonate with you before applying.

Striving for results:

We are determined, focussed on a clear vision. We are motivated, practical and passionate to do all we can to make the lives of those affected by blood cancer better and to ultimately find a cure for blood cancers.

United as a family:

We are one caring family. We work together to raise funds and awareness, to inform and look after people affected by blood cancer. We value each other's contribution. We work as one.

Standing in others' shoes:

We have empathy, we listen, we see things from the perspective of others. We take ownership to address issues and solve problems. We do all we can to help and support others.

Making knowledge count:

We are experts in our field. We share our knowledge and use our expertise to help get the best outcomes for those affected by blood cancer. We build understanding.

AGILE WORKING

Working agile means we changed from having a culture where people are expected to be in the office from 9am to 5pm to one where we're much more focused on what they deliver. We've built a positive culture where autonomy, trust, wellbeing and flexibility allow us to recruit and retain the very best people.

Above all, agile working is about treating people like adults. If you want to go to your child's assembly or a personal appointment and make up the time later, then fine. If you have a report to write and want to spend the day in a coffee shop because that's where you do your best work, that's fine, too.

Equally, there will be times when you'll put in extra hours during a busy period, and for some of us working in the office means we perform our roles to the best of our ability. We also have colleagues with roles which mean they hardly ever work in the office. Agile means we can all balance trust and autonomy with responsibility and accountability.

Underpinning this are our organisational agile principles, which are:

- We focus on delivering outcomes for people affected by blood cancer, whether that be in person or virtually
- We create spaces for our people to do their very best work
- We connect in person when it matters to deliver for people affected by blood cancer
- We provide collaboration and spaces for our staff, teams and supporters
- We make good use of virtual working
- We constantly review these principles and adjust them always making sure we continually deliver for people affected by blood cancer

Within each team, there are practical agile resources and principles, which give everyone a framework to make values based decisions on when and where they work from.

This approach means better work-life balance, making it easier for us to attract brilliant people, and to make sure that once they're here they want to stay. And becoming more focused on the results will mean we deliver more for people affected by blood cancer.

We work in an agile way because it will help us deliver more for people with blood cancer. This is because:

- We have the ability to make decisions about the most effective way to achieve our targets
- Agile working allows for better work-life balance = better recruitment and better retention of staff
- It supports diversity and wellbeing within the workplace – e.g. non-neurotypical employees, mental health, extroverts and introverts
- One size doesn't fit all! We're all different, with different strengths
- We want everyone who works at Blood Cancer UK to be able to thrive at work, and do the best work they possibly can

Please talk to us about this if you'd like to discuss how it might work for the role you are applying for, either before you apply, or as part of the application process. For the majority of our roles, you can choose whether and how often you work in our offices. Some roles will require travel to ensure you can fully deliver the role. This is specified in the role description below. As an organisation, we all meet up in person for our all-staff Away Days.

Travel expenses

For the majority of roles, your contractual place of work will be one of our offices. Very few of our roles require staff to work from an office, and so individuals are able to choose where they wish to live. For travel expenses purposes, this means that we do not pay for travel into your contractual place of work (your commute). And if you have to travel to another location for your role, you'd be able to claim the difference between a normal journey to your contractual place of work, and the new location.

Majority of our roles can be performed hybrid which means you will be required to **attend the office 2-4 days per month**. Travel costs to your contracted office will be at your own expense.

JOB DESCRIPTION AND PERSON SPECIFICATION

Role	Direct Marketing Coordinator	Location	London/Hybrid
Contract Type	Full Time	Contract Length	Permanent
Salary	£32,000-£36,000	Intended start date	ASAP

CONTEXT

As a charity, we are hugely proud of the impact we have had on behalf of people affected by blood cancer. The £500million we have invested in research over the last 60 years has saved many thousands of lives. This is an exciting time to join Blood Cancer UK as we are now in a position where the day we will beat blood cancer is finally in sight as we strive towards our mission to beat blood cancer within a generation.

This role sits within the Direct Marketing team, which is responsible for raising income through regular giving, weekly lottery, cash income, and e-commerce. As a Direct Marketing Co-ordinator, you will support the Direct Marketing Managers in the delivery of our fundraising campaigns and development and managing our online shop. Our fundraising channels cover a number of channels including Direct Mail, Social Media, PPC, TM etc. While the role will be supporting the Direct Managers in delivery of the team's objectives there is the opportunity to lead on projects and delivery of objectives for the right candidate.

Our teams work hard every day to make a true difference in the lives of those affected by Blood Cancer. We are proud to support them with a range of benefits, recognition, and many options for agile working. All contributing to a strong work/life balance. We also have various learning opportunities to support you in your development and help you grow to realise your potential and shape a career with Blood Cancer UK.

KEY RELATIONSHIPS

Reports to	Direct Marketing Manager
Line management responsibilities	n/a
Key relationships	<p>Internal contacts:</p> <ul style="list-style-type: none"> • Direct Marketing Manager • Senior Direct Marketing Manager • CRM Team • Digital Marketing Manager • Supporter Relations Team <p>External contacts:</p> <ul style="list-style-type: none"> • Fulfilment and Warehouse • Product Suppliers • Creative Agencies

MAIN RESPONSIBILITIES

- Aid the delivery of a long-term acquisition and development strategy within Direct Marketing, incorporating both prize and cause led fundraising products
- Monitor and manage supporter journeys across all direct marketing activities
- Ensure digital integration and tracking is in place for all campaigns
- Take the lead for day to day management of campaigns
- Manage day to day relationships with external agencies if necessary and take immediate action if any problems arise, working with the agencies to find a solution
- Produce and circulate results reports for direct marketing activities
- Work across the organisation to gather and develop content for direct marketing activities
- Support Direct Marketing Managers on other projects as requested

THINGS WE ALL DO

- Promote Blood Cancer UK's vision, mission and core values
- We're all fundraisers. This is slightly different for all roles, and your team will have fundraising KPIs and objectives we all work to
- Attend and assist at Blood Cancer UK events and activities as required (NB this involves evening and weekend work)
- Be an effective ambassador for Blood Cancer UK at any activity you attend
- All staff are expected to adhere to Blood Cancer UK's policies and procedures
- Do any other reasonable things your manager needs you to do
- We work in partnership with our community by actively involving people affected by blood cancer in the decisions we make about our work – what we do and how we do it

PERSON SPECIFICATION

Skills knowledge and experience	
1	Experience of delivering direct marketing campaigns and/or ecommerce platforms.
2	Experience of working on campaigns or products from brief to evaluation, including planning, reporting and budget management.
3	Experience of briefing and managing relationships with external suppliers and building and maintaining relationships with internal teams to foster team spirit and achievement of shared goals.
4	Experience of working on digital fundraising campaigns.
5	Good understanding of fundraising regulation and data protection.
6	Works with minimal supervision to ensure the successful achievement of results through the effective planning and understanding of objectives, maintaining high standards while working on multiple tasks.
7	Comes up with imaginative solutions to business situations and have the capacity to identify alternatives to traditional methods and approaches.
8	Builds and maintains good working relationships with colleagues to foster team spirit, commitment to the team and achievement of shared goals.
9	Possesses a problem-solving mentality to challenges and identify alternatives to traditional methods and approaches.
10	A commitment to equal opportunities, diversity, inclusion, and the values of Blood Cancer UK.

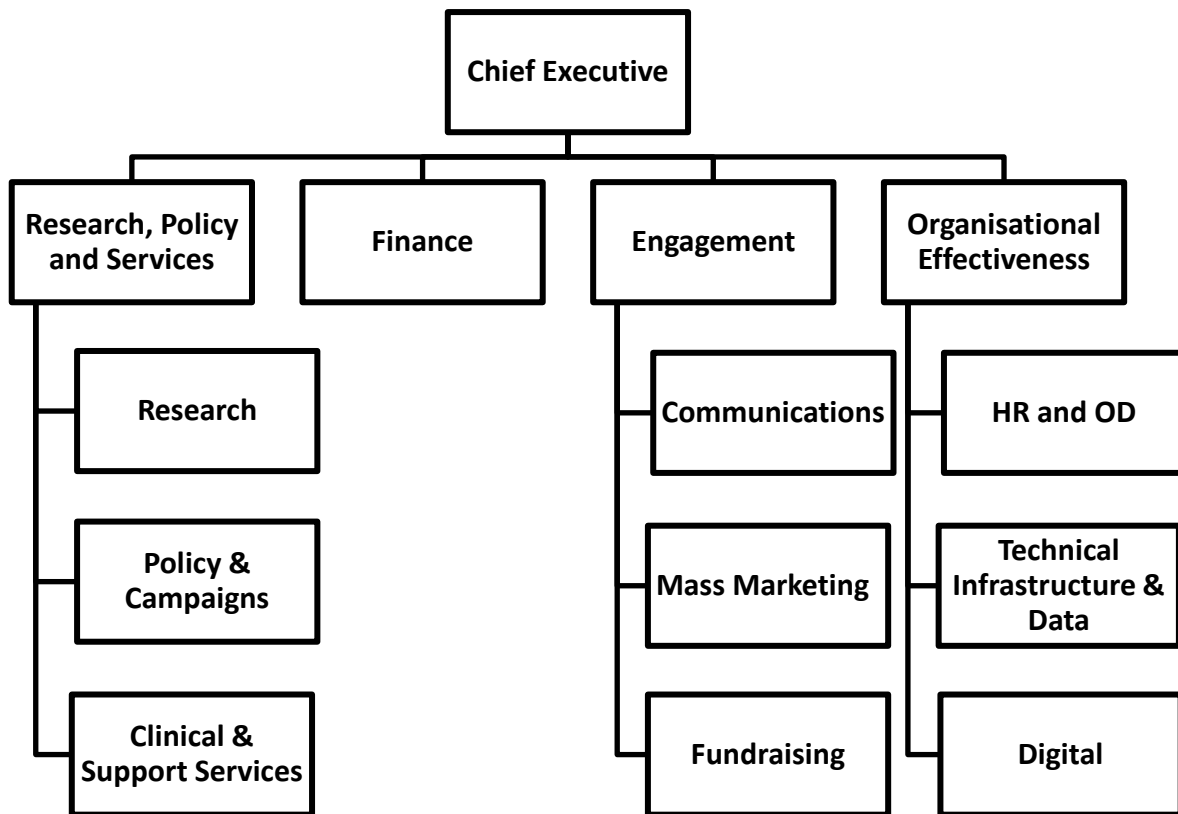
We are committed to actively promoting equality, diversity, and inclusivity. Read our statement which reflects our strong drive to change in this area:

<https://bloodcancer.org.uk/about-us/equality-diversity-commitment/>

To this end we would welcome approaches from individuals from underrepresented groups, including Black, Asian, and Ethnic minority communities, and applicants with a disability, to better reflect the community we serve and help broaden our perspectives.

THE TEAM ORGANOGRAM

Now you have read about the role, to help you get a better feel of where it sits in Blood Cancer UK, here is a simplified organogram.



SHORTLISTING AND INTERVIEWS

Blood Cancer UK is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. If you're shortlisted for a role, you'll receive an invitation to the next stage, which might be either a telephone interview, or a face-to-face interview. We'll send you all the details you need. We usually have a maximum of a three-stage process if you're shortlisted.

We're a part of the disability confident scheme and will guarantee to interview candidates with a disability whose application meets the minimum criteria of the role as detailed under the person specification.

If you require any reasonable adjustments to be made as part of the application process, please email us on recruitment@bloodcancer.org.uk and we'll discuss this further with you.

We'll always let you know the outcome of your application. We'll also always give feedback to anyone who is shortlisted and interviews with us. Usually, we're unable to provide feedback to anyone who doesn't get to interview stage.



To apply:

We ask you to send us a CV and cover letter via our recruitment system. The link is on our vacancy page. In your cover letter, we'd like to know why you're interested in working with us at Blood Cancer UK. It's also helpful if you tell us why you think you are a great candidate for this role. Your cover letter doesn't have to be too long, 1-2 pages is ideal.

We use a blind shortlisting process for initial applications. This means that when you apply, the hiring manager cannot see any of your personal details, for example, your name, your contact details, or any equality and diversity data that you provide. Our recruitment system takes care of this, so you can just upload your CV as normal. It's easier for our system to read CVs which don't have any additional formatting. So if you can, avoid adding symbols, or pictures into your CV.

FOR FURTHER INFORMATION ABOUT US

See our website www.bloodcancer.org.uk

THE GOOD STUFF WORKING AT BLOOD CANCER UK

Apart from all the hard work we do, there are some really good benefits to working at Blood Cancer UK. Here are just a few:

Annual leave Entitlement is 30 days per year, in addition to bank/public holidays. In addition, we all have an annual entitlement of five wellbeing days per person.	Personal development Development is really important to us and there are a variety of options available to staff at Blood Cancer UK.
Family leave We offer enhanced pay during maternity, paternity and shared parental leave.	Interest free season ticket loan We pay for the ticket and you repay the money out of your monthly salary.
Pension When you join us we'll automatically enrol you onto our pension scheme, which is run by Aegon. This can be increased through length of service.	Agile working We value results and outcomes and support this with an agile working policy. Where and when you work is managed by you.
Employee Assistance Programme Offers support information, expert advice and specialist counselling to help you prepare for life's predictable milestones.	Ride2work scheme This allows you to obtain a new bike to use to ride to work. You can then repay it through your salary.
Life assurance Although we don't like to think about it, should something happen to you while working for Blood Cancer UK we have life assurance for staff.	Interest-free loan This allows you to take an interest-free loan of up to £1,000, and repay this over up to 12 months through your monthly salary