



Job Title	Senior Email Marketing Officer
Directorate	Public Fundraising and Engagement
Accountable to	Head of Marketing and Digital
Responsible to	Senior Email Marketing Manager

About Us

The Royal Marsden Cancer Charity raises money to save the lives of people with cancer, everywhere. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

We are a very ambitious organisation which has gone through transformational growth over the past five years. Alongside funding an existing programme of world-leading research, treatment and care, the Charity completed its largest capital appeal to date, successfully raising £70 million to build the Oak Cancer Centre at the hospital's Sutton site, which opened in summer 2023.

With one in two of us expected to develop some form of cancer, it is essential that we go even further in our fundraising efforts to support the essential work of The Royal Marsden. Therefore, we are delivering our most ambitious strategy yet, that will see us raising at least £215m over the 5-year period.

The Charity is committed its biggest fundraising appeal to date, for a new major development project in Chelsea. There is also an extensive portfolio of engaging projects outside of the capital appeals that help to support all aspects of the hospital's work to improve the lives of cancer patients.

Our Values

We know that to succeed it is critical to work collaboratively, with a set of shared behaviours that guide and govern how we work every day. In consultation with our staff, we have defined five Values which we believe are central to who we are and how we work and we are committed to living them daily.

We are:

Respectful

We believe in a safe, supportive workplace, seek the expertise and contribution of others and are mindful of the needs of our supporters and stakeholders.

Kind

We are caring, responsive, considerate, and generous with our time.

Ambitious

We have high aspirations and are enterprising in our approach.

Purposeful

We make informed decisions which support our agreed priorities, showing desire and determination to achieve our goals to make a tangible difference.

Versatile

We explore alternative solutions and respond positively to new opportunities to maximise our impact.

The Marketing and Digital Team

We are a creative and supportive team, responsible for The Royal Marsden Cancer Charity websites, email, social, direct mail, paid advertising and more. This is an exciting time to join our growing Marketing and Digital team as we shape and improve the charity's digital approach and begin work to significantly increase awareness of The Royal Marsden Cancer Charity.

In this role the successful candidate will be supported by the team to grow their skills and gain experience of planning and delivering high impact digital communications, with a focus on email from lead generation and conversion to retention and reactivation. The successful candidate will also be supported through continued learning and training opportunities.

Job Purpose

We're looking for a highly motivated and experienced Senior Email Marketing Officer with a proven track record in email marketing. You'll be proactive, demonstrating exceptional communication, collaboration, and project management skills. This critical role will see you shaping and driving our supporter engagement through the email channel, directly contributing to our fundraising success and broader charity objectives.

You'll lead the development, execution, and continuous optimisation of our comprehensive email programme. Working closely with the Senior Email Marketing Manager, you'll build high-quality, personalised email campaigns and journeys, significantly improving engagement, and championing email marketing best practices across the organisation. This role demands a strong data-driven approach, enabling teams to effectively evaluate and enhance their email initiatives. You'll use your creativity and copywriting skills to collaborate with fundraising, PR, and other teams, developing compelling content for our email audience.

This role is ideal for someone with expertise in digital communications and customer journey optimisation, who pays meticulous attention to detail and is passionate about innovation.

Working Relationships

As a senior team member, you'll work collaboratively across diverse teams and with multiple stakeholders, providing peer leadership and mentorship to the Email Marketing Officer.

Key Areas of Responsibility

1.1 Email programme management

- Assist with the management of the email marketing programme across marketing, stewardship and transactional emails, supporting busy content calendars and managing email production schedules.
- Develop and implement strategic email journeys that optimise conversion for all email marketing communications.
- Proactively leverage data to translate insights into highly engaging, informative, and impactful emails.
- Support the project management, rigorous testing, and seamless implementation of new functionality within the Email Service Provider (ESP), acting as the primary point of contact and subject matter expert for ESP advancements.
- Champion and uphold the integrity of the charity's communications programme, ensuring rigorous compliance with all data protection regulations and applicable legislation.

1.2 Monthly newsletter ownership and enhancement

- The Senior Email Marketing Officer is responsible for the production and delivery of the monthly supporter newsletter. Work with the Senior Email Marketing Manager and colleagues to craft compelling narratives that powerfully demonstrate the impact of fundraising activities and communicate key charity objectives to our supporters.

1.3 Driving email best practices and organisational upskilling:

- Ensure all new campaigns follow email best practices.
- Provide expert consultation and hands-on support to fundraising teams for all email content, autonomously developing and enhancing user journeys across the entire email schedule to maximise supporter engagement and fundraising impact.
- Support the Senior Email Marketing Manager in upskilling teams across the organisation, increasing their knowledge and understanding of email marketing.

1.4 Analytics, testing, innovation and performance optimisation

- Assist with the building of a testing plan and sharing learnings with the Marketing and Digital team and wider Charity.
- Analyse the effectiveness of our emails using inbuilt analytics, CRM reporting and tools like Google Analytics.
- Perform AB tests and share insights, findings, and best practice with Charity teams to ensure people understand what is working well and how this can improve their areas of work.
- Stay updated on the latest email marketing trends, competitor activities, and best practices, translating insights into actionable recommendations for innovation.

1.5 Teamworking and collaboration

- Work in close partnership with the Marketing and Digital, PR/Communications, Creative, team colleagues to ensure email content and strategies are seamlessly integrated with broader marketing and communications plans, reinforcing The Royal Marsden Cancer Charity brand across all channels.
- Provide peer leadership and mentorship to the Email Marketing Officer (EMO), guiding their development, sharing expertise, and fostering a supportive and high-performing sub-team within email marketing.
- Actively contributes to the overall M&D team strategy and objectives, sharing insights from email performance and identifying opportunities for cross-channel collaboration and innovation.

Person Specification

Candidates must be able to demonstrate	Essential or Desirable E/D	Assessed by Application form / Interview / Testing
Qualifications & Training		
Professional qualifications or training in digital marketing, Google analytics, copywriting, and any related software or technology.	D	Application/ Interview
Experience		
Experience using ESP such as Adestra or Mailchimp and ability to quickly pick up new digital tools and software.	E	Application/ Interview
Strong knowledge and understanding of email marketing best practice.	E	Interview/ Task
Experience with digital planning and collaboration tools (e.g. Trello, Microsoft Teams) and analytics platforms (e.g. Google Analytics)	E	Application/ Interview
Experience of working closely with external agencies, contractors or freelancers.	D	Application/ Interview
Skills		
Excellent writing and editing skills, with a meticulous attention to detail.	E	Application/ Task
Strong understanding of digital technologies, an interest in email marketing, and a commitment to continuous professional development.	E	Interview
Ability to communicate, collaborate and build good working relationships.	E	Interview
Highly organised and proactive, capable of managing multiple tasks simultaneously.	E	Application/ Interview

The above criteria are necessary for this post and will be used when shortlisting applicants for interview and throughout the recruitment and selection process.

Conditions of Service

Salary	£34,000 - £36,000 per annum
Contract Type	Permanent
Hours of Work	37.5 per week
Location	Hybrid working with a minimum of two office days per week. We have offices in Chelsea and Sutton with travel to Sutton required a minimum of once a month.
Benefits	27 days annual leave allowances, contributory pension scheme, life insurance, enhanced maternity and adoption pay, employee assistance programme, subsidised canteens, flexible working and more. Refer to our summary of benefits information attached, and on our website for further details.

Diversity and inclusion

The Royal Marsden Cancer Charity believes in treating people fairly with respect and dignity, and in valuing diversity. We believe that a diverse workforce allows us to deliver on our mission to ensure our nurses, doctors, researchers and supporting staff can provide the very best care and develop life-saving treatments for cancer patients.

We believe everyone has the right to live their life without fear and prejudice and contribute to society in a way which is authentic to them.

It is this core belief that underscores our commitment to providing equal opportunities for all staff and volunteers at the Charity. Our aim is to foster a supportive culture which values the contribution of each member of the team regardless of their age, sex, gender reassignment, sexual orientation, marriage or civil partnership, pregnancy and maternity, disability, nationality, race, religion or belief.

Ultimately, our aim is to create a workforce which is representative of the people we exist to support, whilst contributing to the creation of a more equitable, diverse and inclusive charitable sector.

Summary of Benefits

Work Environment

- Bright modern office in Chelsea, a short walk from South Kensington station.
- Our Sutton office is based in the heart of the hospital, alongside staff and patients. A shuttle service to and from Sutton station is provided in the morning and at the end of the day.
- On-site subsidised canteens.

Pay and Pension

- Competitive salaries benchmarked against the market with annual increases.
- Auto- enrolment in our Aviva pension scheme from day one.
- Up to 6% employer contributions subject to matched contribution from you (increasing with length of service).

Work-Life Balance

- Enhanced occupational maternity and adoption leave and pay.
- Flexible working options to support those with caring responsibilities

Holidays and Time Off

- 27 days annual leave per annum plus UK bank holidays (pro rata for part time staff)
- Entitlement rising to 29 days (pro rata for part time staff) after five years' service.
- Opportunity to carry over 5 days (pro rata for part time staff) into following annual leave year.

Health and Wellbeing

- Self-referral to a confidential counselling service for work related or personal reasons.
- Access to an employee assistance programme designed to save you money and improve your physical, financial, and mental health and wellbeing.
- Free sight test every two years and contribution towards any glasses required for work purposes.
- Generous paid sick leave based on service.
- For members of our pension scheme, we offer life insurance of twice your annual salary subject to the rules of the scheme.

Flexible Working

- Hybrid working for most roles which allows you to work from the office 40% of your time and from home for 60% of your time each month.
- Flexible working hours for most roles which allows flexibility outside of our core hours of 10am to 4pm.
- Provision of laptop to work from home.