

## Role Profile

Details	
Job Title:	<b>Marketing Officer</b> (copywriting and content)
Job Grade:	<b>Officer</b>
Reports to:	<b>Marketing Manager</b> (interim Head of Marketing)
Based in:	<b>Harrogate</b>
Hours:	<b>Full time, 37 hours</b>
Overall purpose	
<p>The Marketing Officer helps achieve Yorkshire Cancer Research's strategic aims by:</p> <ul style="list-style-type: none"> <li>• Building brand awareness and helping ensure the Yorkshire Cancer Research brand is accurately and consistently presented at all times. In particular, ensuring consistency in brand messaging, tone of voice and visual brand representation.</li> <li>• Extending the charity's reach across Yorkshire by supporting the delivery of integrated marketing and fundraising campaigns.</li> <li>• Communicating effectively to our supporters to strengthen our relationship with them, creating high quality and engaging copy, brand and marketing collateral and supporter communications.</li> </ul>	
Key responsibilities	
<ul style="list-style-type: none"> <li>• Develop high-quality, supporter-focused written marketing communications for a broad range of channels and supporter touchpoints. These shall consistently apply the Yorkshire Cancer Research tone of voice principles, use the key brand messages and always put the supporter at the heart of our charity's communications. You will work with the brand team to help to maintain, update and improve our charity's messaging and will provide training, support and guidance to colleagues as required.</li> <li>• Lead the development of messaging, copy, content and collateral to support marketing and fundraising propositions / campaigns – examples may include Christmas campaign, virtual fundraising campaign(s), volunteering campaigns. Help create and test high-level campaign / proposition messaging and lead the development of supporter copy for a range of applications and channels – for example, these may include direct mail campaigns, emails, letters, leaflets, posters, web, social etc.</li> <li>• Lead the creation of written copy and marketing content / assets (including, but not limited to, case studies, photography, key messages, quotes, claims, digital and printed collateral) to support the needs of colleagues across the charity – examples may include invitations to charity events, literature for volunteers, marketing collateral to support corporate partnerships etc.</li> <li>• Help develop copy for / lead the creation of key corporate communications, working with relevant Brand &amp; Relationships team members (e.g. Fundraising / Communications). These include, but are not limited to, the charity's Annual Report and supporter newsletters.</li> </ul>	

- Support the marketing team to develop a process for sign-off on copy and collateral, delivering a good customer service to colleagues / stakeholders while meeting governance requirements. Work with stakeholders in the charity to substantiate copy (if required), obtain consent (e.g. quotes / images) and ensure appropriate sign-offs are obtained prior to publication.
- As required, work with the Head of Marketing / Marketing Manager to help project-manage the delivery of marketing / fundraising campaigns. This may include leading multi-functional project meetings, managing the project plan, leading the creation of campaign content and copywriting, reporting and evaluation.
- Work with the in-house creative team (and/or external partners as required) to project-manage the production of marketing materials from initial brief through to finished article. Deliver projects on time, to budget and to a high quality. Follow, and help improve, core processes to increase the quality and efficiency of marketing outputs.
- Ensure marketing collateral is compliant, factually correct and internal charity practices are followed (e.g. GDPR, photo consent, claim substantiation, budgeting).
- Support the marketing team and wider Brand and Relationships team, as required, to adapt to changing requirements and support other activities commensurate with role.

### **Qualifications**

- Educated to degree level or equivalent qualification / work experience in related field.
- Has proactively worked to advance career through continued professional development relevant to the role and level.
- An awareness of / interest in marketing within the charity sector.

### **Knowledge and experience**

- Knowledgeable about brand, brand guidelines, tone of voice and how to achieve brand consistency.
- Knowledgeable about marketing and understands how to deliver effective integrated marketing campaigns.
- Copywriting experience.
- Brand / marketing experience.
- Experience of leading the creation of marketing campaigns / project, including the creation of key marketing assets.
- Experience of delivering effective marketing campaigns / initiatives across different marketing channels.
- Experience of putting the supporter / customer at the heart of marketing activities and what this means in practise.
- Experience of working as part of a team to deliver projects / campaigns.

- Experience of working effectively with external suppliers (including marketing agencies) to procure marketing services / materials / merchandise.
- Experience of monitoring / tracking budgets and the basic principles involved with this.
- Charity marketing experience is desirable.

### **Skills and abilities**

- Excellent copy writing and communication skills.
- Ability to think and write from the supporter's view point.
- Attention to detail and able to carry out tasks accurately, including proof-reading and editing.
- Highly organised with an ability to deliver projects on time, to budget and to a high standard.
- Good collaboration skills. Able to work effectively as a member of a team to deliver marketing campaigns and activities.
- Numerate and able to monitor budgets and track progress towards objectives.

### **Other requirements**

- Ability to travel across the Yorkshire region
- Proof of your eligibility to work in the UK
- Professional qualification check (to be undertaken once the role is offered and accepted)

### **DBS Check Level**

- This role requires a DBS check at basic level.

### **Values and Behaviours**

- Passionate about the values of Yorkshire Cancer Research (see 'Our Values' below).
- Safeguarding is the responsibility of all employees who must remain aware and vigilant to potential safeguarding breaches and always report any suspicions or incidents following our internal reporting guidelines which will be shared during induction.
- Yorkshire Cancer Research operates a strict 'no smoking' policy throughout our premises, car parks and vehicles. Staff must not smoke whilst wearing charity branded clothing or whilst on duty. If the post holder chooses to, the charity will help and support them to stop completely or temporarily abstain from smoking during their working hours.

# Our Values & Behaviours

## Our Values

<p><b>Here for Yorkshire</b></p>	<p><b>United by the cause</b></p>	<p><b>Think big and bold</b></p>	<p><b>Make it happen</b></p>
<p>The needs of people in Yorkshire come first.</p> <p>They are at the heart of everything we do.</p>	<p>We collaborate with each other and with other organisations; united by the need to <i>Give Yorkshire More Life to Live</i>.</p>	<p>We deliver world-leading research and services.</p> <p>We dare to think differently.</p>	<p>We create and build solutions.</p> <p>We approach our work with positivity, energy and drive.</p>

## Our Behaviours

	Behaviours
<p><b>Here for Yorkshire</b></p>	<p><b>The needs of people in Yorkshire come first</b></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><b>People are the heart of everything we do</b></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>
<p><b>United by the Cause</b></p>	<p><b>United by the need to <i>Give Yorkshire More Life to Live</i></b></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><b>We collaborate with each other and other organisations</b></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>
<p><b>Think Big and Bold</b></p>	<p><b>We deliver world-leading research and services</b></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><b>We dare to think differently to Give Yorkshire More Life To Live</b></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>
<p><b>Making it Happen</b></p>	<p><b>We create and build solutions</b></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><b>We approach our work with positivity, energy and drive</b></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>

## 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](mailto: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.

**Edition date: June 2023**