

MARKETING

MANAGER

JOIN A FORWARD THINKING
RESEARCH CHARITY



JOIN A FORWARD THINKING RESEARCH CHARITY

Animal Free Research UK is the leading charity working to create a world where human diseases are cured faster without animal suffering. By pioneering excellence, inspiring and supporting scientists and influencing change, we are ending the use of animals and improving medical research.

Our vision is a world where human diseases are cured faster without animal suffering.

Our purpose is to enable scientists to stop using animals in medical research.

Our mission is to pioneer excellence, inspire and support scientists and influence change to end the use of animals and improve medical research.

We are:

- **Rigorous and evidential** – we present factual, reliable information. Our work is evidenced-based, thoughtful and respected by our peers.
- **Pioneering** – we place ethics at the heart of science through innovative, solutions-focused research. Our determination drives scientific discovery forward.
- **Compassionate** – we care deeply about people and animals. Our ambition to end suffering is heartfelt and unswerving.

We believe using animals in medical research is unethical, costly and ineffective - with over 90 percent of new drugs tested on animals failing to benefit human health.

That's why we fund scientists at the forefront of the laboratory revolution which is replacing outdated, cruel and ineffective animal testing with cutting edge technologies such as 3D organ-on-a-chip, and why we're calling on policy makers to modernise medical research.

Our strategic goal is to transform medical research and regulation so that there is a clear pathway to develop and deliver effective treatments for human diseases faster and without animals.

Join our award-winning team and make a life-saving difference to people and animals.

Working as part of the newly-formed Research Solutions function, the Marketing Manager will play an important role in the team's day-to-day operations and audience engaging activities. Together we will realise our vision of a world where human diseases are cured faster without animals.

JOB PROFILE

Job Title:	Marketing Manager
Salary:	c.£39k pa
Hours:	Full time (35 hours)
Location:	Home-based with occasional meetings throughout the UK
Reports to:	Commercial Director

DELIVERABLES

Activities may include:

Provide management and leadership to the Events Officer

Development and delivery of marketing activities

- Own the charity's B2B marketing channels including relevant website, email marketing and social media.
- Develop and deliver a measurable, multi-channel, B2B marketing and communications strategy to support the charity's goals.
- Conduct research, to inform the development of marketing initiatives.
- Co-ordinate the production of technical content for marketing campaigns.
- Analyse campaign results against objectives and KPIs, and report on campaign effectiveness.

Oversight of communications and content generation

- Manage the production and publication of digital and offline content.
- Ensure adherence to brand guidelines and undertake quality control.
- Ensure consistency in external messaging.
- Contribute to media tracking and monitoring.
- Initiate and oversee the delivery of multichannel communications and marketing collateral.
- Co-ordinate the production of case studies, presentations and specialist content.
- Manage relationships with external creative and research partners.

Project management of audience engagement activities

- Carry out research to inform the development of audience activities.
- Project manage and undertake quality control for the execution of audience engagement activities, and act as sponsor where necessary.
- Support the operational delivery of audience engagement activities.
- Analyse audience engagement activities against objectives and KPIs and report on engagement effectiveness.

DELIVERABLES

Contribution to strategy development and delivery

- Proactively participate in the development and operationalisation of the Research Solutions strategy.
- Analyse activities against overall objectives and KPIs and report on effectiveness.

Act as CRM champion and expert user

- Champion the use of the charity's Salesforce CRM system, providing support to colleagues and troubleshooting issues.
- Work with internal users to understand their needs and advise on data segmentation and reporting.
- Proactively ensure the integrity of data stored in Salesforce.
- Maintain a library of Salesforce system SOPs and guidance.

Provide team administrative support

- Act as budget holder for individual projects and campaigns, ensuring that they are delivered on budget.
- Monitor colleagues' calendars and movements to ensure all activities are coordinated and documented.
- Provide support for the production of internal communications and reports.
- Write reports and compile statistics on activity as required.
- Facilitate collaborative activities with other teams within the charity.
- Carry out any other duties as may be reasonably required.

PERSON SPECIFICATION

Qualifications & professional attainments

Essential

- Educated to degree level or equivalent through experience

Desirable

- Professional attainment in marketing and/or operations

Technical skills

Essential

- Experience of managing multi-channel marketing campaigns
- Experience of co-ordinating internal and external stakeholders to successfully deliver projects or campaigns
- Experience of using a data-driven approach to marketing and utilising reporting tools to inform practice
- Experience of producing relevant reports and dashboards for senior personnel, with appropriate recommendations
- Demonstrable understanding of how to communicate activities appropriately to engage different audiences
- Experience in social media and website management and content oversight
- Excellent IT skills including expertise in Salesforce (or similar) and Microsoft Office

Desirable

- Experience of developing and delivering successful B2B marketing strategies
- Knowledge of Adobe Creative Suite specifically Photoshop & InDesign for basic design tasks
- Understanding of GDPR and PECR requirements and processes
- Knowledge of the biomedical research and development sector

Competencies

Essential

- Dedication to the mission and goals of Animal Free Research UK
- A very strong 'team player', who relishes multitasking in a small team environment
- Strong and proven organisational skills; will take ownership but knows when to escalate, can prioritise and problem solve and who will try new approaches and work to tight deadlines
- Sound judgement and integrity, has an eye for attention to detail and ensures that activities are completed to a high standard
- Superb interpersonal skills and relationship-building abilities and to present a professional and positive image of Animal Free Research UK
- A positive and flexible approach to work and willingness to travel and work occasional unsociable hours as necessary

HOW TO APPLY

Please apply by visiting our website www.animalfreeresearchuk.org/work-for-us and follow the link to our online application form where you can upload a copy of your CV and covering letter.

Closing date: Wednesday 8th May 2024, 5pm

If you have any question in regard to the role, please contact recruitment@animalfreeresearchuk.org