

Digital  
Marketing Lead  
June 2024



# Thank you for your interest in working with us here at Crohn's & Colitis UK.

We're the UK's leading charity for Crohn's and Colitis. Right now, an estimated 500,000 people in the UK are living with a lifelong disease that can profoundly affect their quality of life. And, because of the stigma surrounding these conditions, thousands of people are suffering in silence. But we are here to support and champion their cause.

And that's where you come in. We need skilled, motivated, and brilliant people to join us on our vision of improved lives for people with Crohn's and Colitis today and, in the long term, a world free from Crohn's and Colitis altogether.

We need to get these debilitating conditions the recognition and resources they deserve. And I'm so lucky to work alongside people every day who share my passion and commitment to improving lives.

Our community look to the charity to help them navigate their way through complex health issues and support their needs, wherever they live, whatever their background, and whoever they are. It's our job to do that - whether it's lobbying health leaders, providing vital information, or reducing stigma around the conditions, we're here for them.

As we look forward, the charity is in great shape to do even more for our community. We are growing our amazing team to deliver new and ambitious plans over the next three years. You couldn't be joining us at a more exciting time, a time when you will be able to make a personal difference!

Our promises to the Crohn's and Colitis community are outlined on the next page and you'll find more about our values, commitments, and what we're looking for further in this job pack.

If you like the sound of us, good luck with your application and we look forward to hearing from you soon.

**Sarah Sleet**  
Chief Executive  
Crohn's & Colitis UK



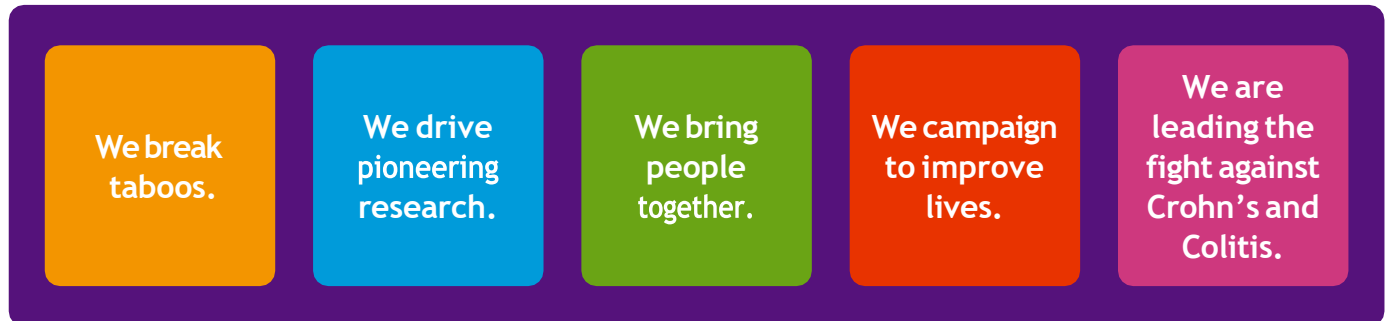
Since I joined as CEO in 2019, I've been blown away by how much the charity delivers for the people it cares for.”

**Sarah Sleet**

# Our Vision

Our vision is improved lives today, and a world free from Crohn's and Colitis tomorrow.

# Our mission



- We break taboos.**
- We drive pioneering research.**
- We bring people together.**
- We campaign to improve lives.**
- We are leading the fight against Crohn's and Colitis.**

Founded in 1979 as a patient organisation, we've been there for people affected by Crohn's and Colitis when it matters, playing an instrumental part in providing support, increasing public awareness, and campaigning. But we're not finished yet. Here's a snapshot of our work:



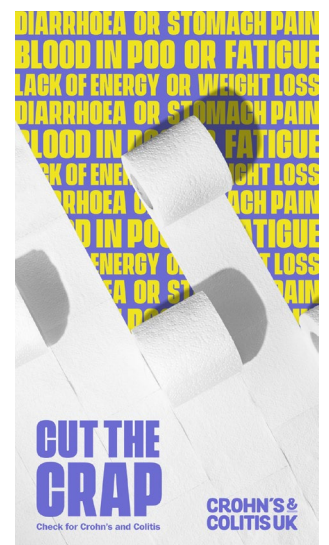
## Campaigning

Our Cut the Crap campaign, launched in November 2022 across the UK. Every year, 25,000 people are diagnosed with Crohn's or Colitis. But we know that more than a quarter wait for over a year for a diagnosis with nearly half ending up in A&E while waiting.

Delays in diagnosis affect people's ability to continue education and work, limits their treatment options and increases their risk of being hospitalised or needing emergency surgery. Despite clear patient need, increased clinical risk and rising costs to the NHS, improving the diagnosis of Crohn's and Colitis remains at the bottom of the health agenda.

Through our Cut the Crap Campaign, we're working with politicians and policymakers, healthcare professionals and health leaders to make early diagnosis a reality so people can quickly receive the best possible treatment.

The launch of our new 30 second online symptom checker will hopefully help people take control of their health.



## Advocacy

We campaign for a better quality of life for people with Crohn's and Colitis. And we speak up on issues from employment to health policy, and from transport to toilets. We work with the NHS to benchmark and improve standards of care, using the findings as a launchpad for our discussions with health leaders and governments to change things for the better.

## Services

People across the UK rely on our up-to-date information and helpline services to provide the reassurance and guidance they need to live well with Crohn's or Colitis. Our 58 publications and information pages cover many areas of life with the conditions, from medication to surgery, from school to employment and from relationships to mental health. All our information is peer reviewed, medically accurate and based on the latest research available.

Each year, our professional helpline team respond to over 15,000 queries via email, phone, social media, and live chat. They provide clear, accurate, and balanced information to those who need it, as well as signposting to a range of reliable services.

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At a time when the public services are stretched and not always able to offer the support needed, this free helpline is providing a great service.”

“

On all occasions I've contacted them, they've helped me understand my disability better, thank you.”

## Our commitments

We're dedicated to our mission. We innovate and adapt to ensure we are finding new and improved ways to make a real difference to the lives of people with Crohn's and Colitis. For over forty years, we've supported the community and shaped the conversation about Crohn's and Colitis. We continue to be here to give people affected by Crohn's and Colitis hope, comfort, and confidence. We make their voices heard and help them live freer, fuller lives.

As we grow our ambitious plans, we are making strides to become fully inclusive in our approach and have commenced an anti-racism programme alongside our recently reviewed EDI policy. You can take a look at this, along with our public statement [👉 www.crohnsandcolitis.org.uk/edi](https://www.crohnsandcolitis.org.uk/edi).

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It's a pleasure to be a member of the EDI working group. Involving a diverse range of people in all areas of our work is vital. It helps ensure the research and services we fund helps all sections of our community. The focus being placed on diversity and inclusion by Crohn's & Colitis UK is both timely and important.

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## The future

In our new strategy (2022-2024), we make the following promises to everyone affected by Crohn's and Colitis, and our staff are united in their commitment to see them through for the benefit of our community.

- We will advocate for the changes in everyday life that our community tell us they need and we will gather the evidence to back those changes.
- We will make our information and support more accessible than ever.
- We will drive vital research to deliver long-term solutions for long-term relief.
- We will ensure that everyone affected by Crohn's or Colitis can see themselves in our work and feel supported in a positive and professional way.

These goals give us the direction and drive for the charity's future, and we hope they'll inspire you to join us at the start of this exciting next chapter.

### So, what can you expect as we embark on this journey?

Despite our long history, this is a period of exciting change for Crohn's & Colitis UK. We need a strong, adaptable, and resilient team of individuals to help drive our work forward and create a step change for people with Crohn's and Colitis.

It's a bright, ambitious future and you could be part of it.



# How we work

Our values are fundamental to how we treat our staff and supporters, shaping everything we do and underpinning our decision-making. This is how we make sure we're there for people who need us.

If you're ambitious, compassionate, and believe in the power of uniting to be stronger together, we might just be the place for you.



Every day we strive to make the greatest impact possible on the lives of people with Crohn's and Colitis. We are experts in our field and work hard to make a difference - we are relentless in striving for improvement.



We are rooted in empathy and kindness. We're there for everyone living with Crohn's or Colitis, and when people turn to us for information and support, we listen.



We're a community, and we work together with the aim to help people support themselves. We learn from everyone we work with, and we are always looking for new ways to collaborate and develop together.

With our values in mind, we are naturally committed to equality, diversity, and inclusion (EDI). We're working hard to reduce and remove barriers to working here, guided by industry best practice and our recently reviewed EDI Policy.

We value equality and want to make sure we get the best person for the job every time so want to hear from people of all backgrounds and with a range of experiences.

## Are You IN?

We lead by example in our approach, committing to support people with invisible disabilities and conditions like Crohn's and Colitis.

One of the ways we do this is through our Are you IN? programme, committing to:

- educate all employees on invisible conditions, specifically, Crohn's and Colitis.
- empower managers, HR, and people living with invisible conditions and disabilities to talk with confidence.
- Enable access and install Not Every Disability is Visible accessible toilet signs in our company accessible toilets



# Looking after our staff

## Pay and progression

We review all salaries annually, based on lots of factors. We look at an individual's contribution, development against our competency framework, cost of living, and market benchmarking.

We're committed to the training and development of our employees. We have a performance review and development scheme designed to help all staff develop in their roles and budget is available for training related to each role or progression. Financial support and/or study leave may also be offered to individuals where appropriate.

## Giving you options

We are based in Hatfield, Hertfordshire, which is easily accessible by road and rail. Our informal, open plan office space is available for all staff to use during office hours. However, we've learned from the pandemic that we can work very effectively from home as well.

In this role, there will be times when you'll need to be at face-to-face meetings, but there is plenty of scope for a hybrid approach and working from home. If you want to be considered for the role but are worried about location, talk to us!

For staff who work out of the Hatfield office regularly, we know that routine travel to and from work can be expensive and you may want to buy annual tickets to reduce this cost. We offer an interest free loan for season tickets, repaid directly from your salary each month and our cycle to work scheme lets staff buy a bike in installments so you can travel in the way that best suits you. Our office provides free parking and secure bike locks.

## Your wellbeing as a priority

All staff have access to our Employee Assistance Programme which provides training, information, and counselling sessions for a range of issues both inside and outside of work. This free, confidential service is available by phone and online 24 hours a day, 7 days a week, 365 days a year.

Our wellbeing programme consists of events for all staff, exploring mental health and wellbeing-boosting activities in a safe, supportive environment.

These activities are supported by our Wellbeing Policy which outlines best practice and prioritises the mental health and wellbeing of our staff.



# The role

Job Level Implement

Reports to: Digital Marketing and Content Manager

## Overall Purpose

To lead on digital marketing to our priority audiences focused on engagement and conversion, with a particular focus on email marketing and digital advertising.

## Job Responsibilities

### 1. Digital Marketing

- Plan and implement digital marketing activity including email, search, social and display advertising to drive audiences to our websites to take action to support our work, with a focus on increasing income, memberships, event sign-ups and other key goals. Work closely with advertising agencies and colleagues to ensure no clashes or bottlenecks with content from internal teams.
- Develop our email marketing programme, including renewing consent and preferences to improve supporter engagement and maximise lifetime value, translating business requirements into segmented email plans, curation and delivery of personalised content and automated email journeys, and creation of personalised dynamic content to incrementally increase open rates, clicks and conversions.
- Develop and maintain the overall email strategy and plan, ensuring that supporters are not over-contacted with differing requests from across the organisation.
- Train staff in email marketing best practice and practical use of dotdigital. Be our point of contact with dotdigital account manager, ensuring value for money and maximizing the opportunities available to the organisation
- Work closely with teams across the organisation to further goals such as increasing digital fundraising, event sign-ups, tool uses and tracking more through effective digital marketing. Ensure that wider products are aligned with key audiences and our brand.
- Implement paid content marketing initiatives, recommending content, channels and budgets. Review marketing plans from various teams across the organisation, aid with agency selection and assist with implementation. Participate in ads working group.
- Develop and review external work and optimizing creative assets with brand, inclusivity and accessibility in mind.
- Support projects with supporter experience at their heart. Have a working understanding of our key audiences, their wants and needs, and where they are online.
- Support the wider organisation with key campaigns such as World IBD Day and Awareness Week, suggesting ideas and aiding with the creation and delivery of content on key channels.
- Digital lead on relevant CRM integrations, working closely with CRM team to test new ideas, troubleshoot and optimize integrations.
- Keep on top of trends and tap into ways for the organization to piggyback on them with relevant and far-reaching content.
- Ability to create content to support work e.g. basic graphics or videos using tools such as Canva or Adobe Creative Suite.



## 2. Digital Insights and Reporting

- Utilise tools and analysis to report on specific projects and campaigns as needed, providing commentary and making recommendations on improving performance.
- Monitor digital campaign performance (e.g. online event registrations and digital marketing appeal donations) as required, identifying trends, testing and evaluating tactics (organic and paid).
- Provide training, support and tools to teams to self-service in a hub-and-spoke approach, as well as setting up individual dashboards for teams/projects.

## 3. Business As Usual

- Supporting with other Digital team tasks, such as social media scheduling and content creation, message triage and web page creation.
- Prioritising business as usual requests and tasks including supporting teams with briefing in work, updating web-pages, setting up and supporting live events, proof-reading, and covering in-bound messaging and scheduling.
- Delivering training, guidance and support to teams in order to build digital capacity and skills across the charity.
- Tasking project roles and third party suppliers, as agreed.
- Assisting manager with business planning process.

## 4. Diversity & Inclusion

- Ensure equality, diversity and inclusion and the voices of those with Crohn's and Colitis are considered in all aspects of supporting the charity's operations.
- Ensure a good understanding of safeguarding policies to ensure our audiences are safe in our online spaces and that issues are escalated appropriately.

## 5. Charity responsibilities

- Representing Crohn's and Colitis UK at events as required.
- Working in line with the charity values and maintaining the reputation and standing of the charity.
- Ensure compliance with charity policies and all relevant legislation e.g. GDPR, PECR etc.

The purpose of this job description is to focus attention on the most important aspects of the jobholder's role. It is not intended to be a complete list of the duties; therefore, it is to be expected that the day-to-day performance of the job will include tasks not listed above. The list of duties for which the jobholder is responsible may reasonably be varied or added to at the discretion of the charity.

# What you'll bring

## Knowledge, skills & attitudes

### Essential:

- Knowledge of digital marketing, in particular email marketing.
- Good understanding and experience of adapting digital assets into different formats (including copy, audio, video, graphics) for a range of audiences (including patients, families, young people, healthcare professionals and policymakers).
- Experience of maximising digital opportunities; using various social media and digital marketing tools, e.g. Hootsuite, dotdigital, Google Analytics, Google Tag Manager, etc.
- Good working knowledge of SEO and CRO, and their application.
- Good team working skills and an awareness of expectations from other colleagues, ensuring updates on projects are provided in a timely manner.
- Accurate with great attention to detail under pressure.
- Good interpersonal communication skills.
- Strong experience with CMS websites, CRM systems and social media platforms - with strategic use of targeting/retargeting tools across channels (e.g. Google Tag Manager, UTM codes and Facebook Pixel). Awareness of legislation in this area to ensure appropriate consents are gathered before using.
- Ability to plan strategically and respond tactically to immediate organisational priorities.
- Excellent, proven project management and planning skills.
- Strong presentation and communication skills (both written and verbal) including ability to persuade internal stakeholders.
- Able to meet deadlines, work under pressure and juggle multiple priorities.
- Strong analytical mindset and an ability to analyse campaigns using analytics, attribution and other online tools. Data and results-focused, leading with objectives and hypotheses that are well thought through and measurable.
- Collaborative and passionate about digital marketing with ability to inspire others about its potential.
- Excellent email marketing, fundraising and campaign experience with working knowledge of GDPR principles.
- Demonstrated success in building online brand presence and strong ROI results.

### Desirable:

- Experience of delivering digital marketing in a not-for-profit environment.
- An understanding of digital fundraising planning, creation and strategy, as well as specialist tools and platforms.

### Attitudes:

- Creative and pro-active.
- Can-do, solutions-focused attitude.
- Ambitious and organized.
- A good team player who can work well with multiple groups simultaneously but also happy to work independently.



# What we offer

## Salary

The salary for this position will be £35,100 - £38,700 (35hrs FTE) per annum, depending on experience.

## Annual leave

All staff receive a full time annual entitlement of 25 days. This increases by one day for each year worked, up to a maximum of 30 days. This is in addition to bank holiday days.

## Flexible pension contributions

Staff are automatically enrolled into our Group Personal Pension Plan after 3 months, which is offered with two levels of contribution, as outlined below.

Employer contribution % of basic annual salary	Length of pension membership	Employee contribution % of basic annual salary
5%	On joining the scheme	3%
8%	After 6 months the member can choose to move up to this band or stay on the initial rates	5%

## Hours

Our standard working hours are 35 per week and core hours are 9am to 5pm. However, there may be flexibility around these hours with manager agreement. Several roles are undertaken on a part-time basis, and we are open to discussing working arrangements that suit the role, business need and the person in post.

## Additional benefits

We also have a range of flexible, family-friendly policies including enhanced maternity, adoption and paternity pay.

# What's next

We hope this pack has inspired you to join us and given you all the information you need to take the next step. However, if you have any questions about what we do here, the role or need more practical information, don't hesitate to get in touch with Rhianna Campbell by emailing on:

[Rhianna.campbell@crohnsandcolitis.org.uk](mailto:Rhianna.campbell@crohnsandcolitis.org.uk)

If you've got everything you need and you're ready to apply, please send your CV and supporting statement to

[jobs@crohnsandcolitis.org.uk](mailto:jobs@crohnsandcolitis.org.uk).

Your statement should give examples of how you meet the criteria of the person specification, and what you feel you would bring to this role.

You can also post your application to:

Human Resources  
Crohn's & Colitis  
UK Helios Court  
1 Bishops Square  
Hatfield  
Herts  
AL10 9NE

Final closing date: 1<sup>st</sup> July 2024, 9am

Please note, applications will be assessed as and when they are received, and interviews arranged, so we may close the position before the closing date if a suitable candidate is found.

We are an inclusive employer and offer equal opportunities to all, regardless of an individual's age, disability, gender identity, marriage or civil partnership status, race, religion or belief, sex and sexual orientation.

If you have a disability and wish to request a reasonable adjustment at any stage of the recruitment process, please contact [jobs@crohnsandcolitis.org.uk](mailto:jobs@crohnsandcolitis.org.uk).

We are not a licensed sponsor and any offer of employment will be made subject to proof of UK residency and valid right to work documentation being provided.



Thank you for  
your interest

You can follow us on social media

[f/crohnsandcolitisuk](#) [@CrohnsColitisUK](#) [@crohnsandcolitisuk](#)

[www.crohnsandcolitis.org.uk](http://www.crohnsandcolitis.org.uk)

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**CROHN'S &  
COLITIS UK**