

Role Profile

Details	
Job Title:	Marketing Operations Officer
Job Grade:	Officer
Reports to:	Marketing Manager/Head of Marketing (Interim)
Based in:	Harrogate
Hours:	Full time, 37 hours a week
Overall Purpose	
<p>The Marketing Operations Officer helps achieve Yorkshire Cancer Research's strategic aims by:</p> <ul style="list-style-type: none"> • Building brand awareness, helping to ensure the Yorkshire Cancer Research brand is accurately and consistently presented across all marketing touchpoints, including branded merchandise and printed collateral. • Extending the charity's reach across Yorkshire and increasing brand awareness by supporting the procurement, delivery and fulfilment of marketing campaigns and activities. • Supporting the marketing team to deliver effective marketing campaigns and activities that engage supporters and help raise the profile of the charity. 	
Key Responsibilities	
<ul style="list-style-type: none"> • Work with stakeholders across the charity to define requirements for branded items and marketing products / services (e.g. branded merchandise / clothing, printed collateral, branded display items). • Manage the relationship with external marketing suppliers (e.g. printers, merchandise suppliers, signage companies etc.) to source marketing products / services. Identify suppliers, make product recommendations, obtain samples / quotes. Evaluate which products/services represent overall best value for the charity and formulate recommendations for approval. • Manage the procurement of marketing products/services in line with the charity's procurement processes/policies. For example, this may include raising Purchase Orders, placing orders, supplying artwork, approving print proofs/samples, tracking deliveries and liaising with the charity's shops or other locations for direct deliveries. 	

- Responsible for stock management for branded items/collateral across the charity. Train colleagues on stock management processes and work with Finance Team to monitor and record stock levels, instigating repeat orders as required to maintain adequate stock levels. Identify and implement ways to improve our stock processes.
- Lead the fulfilment of direct mail/print/postal campaigns, working with external suppliers (e.g. printers, Royal Mail, data houses) and managing the critical path to deliver campaigns on time and to budget.
- Develop a preferred-supplier framework for marketing products/services in partnership with the Finance and Corporate Services department. Increase the charity's expertise in key areas, for example in the procurement of print campaigns, ensuring we are working with the right external partners to deliver best overall value and quality (including sustainability).
- Manage the marketing budget for branded collateral and merchandise, ensuring team and charity processes are adhered to.
- Lead the Photo Permissions Process on behalf of the marketing team and ensuring appropriate permissions are in place for all images used in the charity's marketing, ensuring that permissions are recorded appropriately on the supporter database.
- Support the marketing team as required, helping out with other activities and administrative tasks commensurate with the role.
- Support the implementation of key marketing processes to ensure our marketing is compliant and in line with the charity's policies and procedures.

Qualifications

- Degree or relevant qualification / work experience (e.g. apprenticeship / further education).

Knowledge and Experience

- Experience of working in / with a marketing team.
- Knowledgeable about the different types of products/services required to fulfil marketing campaigns.
- Experience of working with external partners / suppliers to deliver projects / campaigns.
- Excellent project management and organisational skills.
- Budget management experience.

- Good working knowledge of matters relating to procurement, e.g. processes / value for money / wider considerations (e.g. sustainability).
- Customer service experience.
- Experience of using customer data-bases.
- Good numeracy and literacy skills.

Skills and abilities

- Good attention to detail, able to carry out tasks accurately and to a high standard.
- Excellent organisational skills and an ability to handle multiple tasks and get things done.
- Good collaboration skills and confidence in working with external suppliers and internal stakeholders.
- Good customer service skills.
- Happy to work independently and ask for support where this is needed but also able to work effectively in a team.
- A commitment to continuous improvement, an enthusiasm for marketing and a passion for excellence.

Other requirements

- Proof of your eligibility to work in the UK.
- Professional qualification check (to be undertaken once the role is offered and accepted).
- Full UK driving licence, access to own vehicle and willingness to travel to other locations is desirable.

DBS Check Level

- This role requires a basic DBS check (to be undertaken once the role is offered and accepted).

Values and Behaviours

- Passionate about the values of Yorkshire Cancer Research (see 'Our Values' see 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

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

YORKSHIRE CANCER RESEACH

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)

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.

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