

## JOB DESCRIPTION

<b>JOB TITLE:</b>	Senior Marketing Officer (Fundraising)
<b>STATUS:</b>	Full time
<b>HOURS:</b>	35 hours per week (Breakthrough T1D operates a flexible working hours policy)
<b>SALARY:</b>	£37,375 per annum
<b>HOLIDAY:</b>	25 days per annum plus bank holidays
<b>LOCATION:</b>	Hybrid working part London Office (Islington, London) part homework  The post holder will work a minimum of one day a week in the office
<b>REPORTS TO:</b>	Head of Supporter Marketing & Experience
<b>DIRECT REPORTS:</b>	N/A
<b>KEY INTERNAL RELATIONSHIPS:</b>	Head of Supporter-Led Fundraising & Events, Fundraising & Engagement team, Brand & Marketing team; Content team
<b>KEY EXTERNAL RELATIONSHIPS:</b>	Creative and media buying agencies; supporters; key stakeholders: corporate partners, research institutions, counterparts in related organisations; volunteers, freelance designers

Breakthrough T1D UK, formerly JDRF UK, is the leading global organisation funding type 1 diabetes research. Our mission is to accelerate life-changing



breakthroughs to cure, prevent and treat type 1 diabetes and its complications. To accomplish this, Breakthrough T1D has invested more than £2 billion in the last five years alone. We collaborate with the most talented minds to develop and deliver a pipeline of innovative therapies to people living with type 1 diabetes. Our staff and volunteers around the globe are dedicated to campaigning for our vision of a world without type 1 diabetes.

## **DEPARTMENT**

The Senior Marketing Officer (Fundraising) role sits within the Fundraising & Engagement directorate, reporting to the Head of Supporter Marketing & Experience.

## **PURPOSE OF THE ROLE**

You'll be joining our Fundraising and Engagement team at an exciting time as we leverage our new, global brand to engage and recruit supporters and raise essential funds to power our work.

Using your marketing and digital advertising skills, you will lead on planning, delivering and evaluating marketing campaigns and digital advertising, to recruit supporters and promote our activities.

This role specifically will:

- Act as marketing lead within the Fundraising & Engagement directorate to plan, deliver and evaluate marketing activity to support the Fundraising & Engagement programme
- Create and manage effective digital marketing campaigns (PPC) working in partnership with brand marketing lead, to achieve fundraising & engagement targets
- Optimise, evaluate and analyse campaign performance across our digital advertising channels.
- Be responsible for advertising & promoting Fundraising & Engagement activities, working with an external agency for larger campaigns and where required independently for smaller in-house activity
- Work with external agencies & freelancers to develop collateral and creative
- Produce evaluations and learnings, to guide future activity

## **KEY RESPONSIBILITIES**

- Lead on Fundraising & Engagement promotion and acquisition: develop & deliver marketing plans that generate supporter leads to meet fundraising campaigns and events targets

- Develop and manage digital advertising plans; working closely with our product leads, media buying and creative agencies to agree and finalise objectives, identify target audiences, plan and manage a budget, develop messaging and creative assets, plan and optimise a media schedule to ensure campaigns meet agreed targets and KPI's
- Support larger paid for fundraising & engagement campaigns by creating briefs and liaising with the media agency to advise on approach. Build in-house managed digital advertising campaigns for Meta, YouTube and Google including setting up tracking tags/pixels, monitoring, optimising and evaluating performance, providing timely reporting and informing activity to drive the best results for the organisation
- Develop digital advertising assets for campaigns either using a brand templating system or by briefing external designers for fundraising & engagement campaigns
- Manage external agencies & freelancers; work with external agencies and designers to develop collateral to support the campaign including brochures, flyers, paid-for and organic social media and other communications assets.
- Manage delivery of our newsletter – writing, building and evaluating a regular newsletter, working with key product and audience leads.
- Produce organic social media marketing content to promote and engage activity, in collaboration with the content team
- Work with the Fundraising & Engagement and Marcoms Directorates to ensure joint oversight of an organisational marketing calendar that delivers the best experience for our audiences
- Analyse marketing activity and trends; to inform future activity, evaluate performance and maximise value for money on marketing campaigns and activities.
- Act as a brand champion: work closely with the Brand and Marketing team to ensure communication and marketing efforts are consistent with the brand's core values, messaging, and tone.
- Keeping up to date with competitor activity, looking out for the latest trends and innovations and implementing into campaigns, bringing innovation and new approaches to Breakthrough T1D
- Other duties as required

## PERSON SPECIFICATION

Criteria	Essential	Desirable
<b>Experience:</b>	<ul style="list-style-type: none"> <li>• Marketing experience within a charity</li> <li>• Delivering integrated marketing campaigns</li> <li>• Managing a digital advertising schedule</li> <li>• Building, monitoring and optimising paid for and organic social media content (meta)</li> <li>• Working with creative and media buying agency suppliers</li> <li>• Providing support to multiple teams across an organisation</li> <li>• Producing campaign evaluations and applying learnings</li> </ul>	<ul style="list-style-type: none"> <li>• Developing content for owned channels</li> <li>• Using digital analytics tools such as GA4</li> </ul>
<b>Skills:</b>	<ul style="list-style-type: none"> <li>• Ability to manage and set up paid digital advertising campaigns, across a range of platforms and tools, including Meta Ads Manager</li> <li>• Goal orientated with strong negotiation skills</li> <li>• Excellent communication skills with the ability to write and think creatively</li> <li>• Strong budget management, planning and organisational skills</li> <li>• Able to work on multiple workstreams to a deadline</li> <li>• Able to work on your own as well as part of a team, with key stakeholders and suppliers</li> <li>• Able to use DotDigital or an equivalent email marketing system</li> <li>• High level of initiative and problem solving</li> </ul>	<ul style="list-style-type: none"> <li>• Able to use website content management systems, preferably WordPress in a professional environment</li> <li>• Able to use image editing tools e.g. Photoshop</li> <li>• Able to set up social media activity and use Sprout Social or an equivalent scheduling system.</li> </ul>

	<ul style="list-style-type: none"> <li>• Strong understanding of the role of brand, championing its consistency and able to deliver within brand guidelines.</li> </ul>	
<b>Personality:</b>	<ul style="list-style-type: none"> <li>• Commitment to Breakthrough T1D's values</li> <li>• Commitment to working towards agreed priorities</li> <li>• An understanding of how to contribute to teamwork and manage cross-organisational working relationships</li> <li>• Keeps the bigger picture in mind when developing and delivering workstreams</li> <li>• Effective and efficient approach to working, able to deliver at pace and collaborate effectively</li> <li>• Outgoing, confident, friendly and professional with the ability to act as both a critical friend and thought partner, providing constructive challenge and feedback to ensure results are achieved</li> </ul>	
<b>Other:</b>	<ul style="list-style-type: none"> <li>• Willingness to work occasionally outside office hours</li> <li>• Willingness to undertake occasional national and international travel on behalf of JDRF</li> </ul>	



## **EQUAL OPPORTUNITIES**

Breakthrough T1D is an equal opportunity employer and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.

Breakthrough T1D is a registered charity No. 295716 (England and Wales)  
and SC040123 (Scotland)

Raising funds for research to find a cure for type 1 diabetes.

**[www.breakthrough1d.org.uk](http://www.breakthrough1d.org.uk)**