

Role Description

Marketing Manager – Campaigns and Insights

Freelance position

Job title:	Marketing Manager – Campaigns and Insights
Responsible to:	Director of Fundraising and Communications
Duration:	FREELANCE POSITION between 6-9 months duration
Location:	Home-based
Working hours:	20-24 hours a week
Fee:	Competitive daily rate

Purpose of the role

This is an exciting time to be joining a growing and responsive Communications team where you will work alongside two Communications and Engagement Managers (who manage our corporate communications, website, social media etc.) to:

- To help us to formalise and effectively gather audience insights and analytics in order to increase our influence, engagement and impact.
- To develop Lymphoma Action’s campaigns work so that we can better raise awareness of lymphoma and the work that we do.
- To work with the communications team and Director of Fundraising and Communications to develop the marketing and communications strategy across the Charity.

Key internal and external relationships

- Chief Executive, Director of Fundraising and Communications and other Senior Management Team members
- Colleagues in the Fundraising and Communications Team
- Services Teams
- Patients, carers and supporters
- Other third-sector organisations, external consultants/agencies.

Main Duties

- Gather detailed insights into Lymphoma Actions audiences (using the appropriate tools) to help us communicate more effectively with our audiences.
- Develop and use audience insight tools to track, monitor and support all of Lymphoma Action’s deliverables so that we can increase the reach and raise awareness of lymphoma and our services.
- Help us to develop an audience insights strategy for the organisation.

- Develop the Charity’s campaigns strategy, developing new ideas and working with others/agencies to generate materials, digital content and the right messaging.
- Be responsible for developing a new campaign or campaigns programme to replace the existing ‘27 in 27’ awareness campaign, making recommendations to drive engagement, income and awareness across the organisation.
- Help our staff to better understand audience insights and analytics and to deliver our campaigns and messaging.
- To work with our brand agency to carry out a visual identity review and to implement the recommendations from such a review.
- Work with the Communications Team and Senior Management to develop a marketing and communications strategy for the organisation, including digital marketing to increase Lymphoma Action’s reach.
- Comply with the organisation’s health and safety, confidentiality, data protection and other policies.
- Any other duties as agreed with the Freelance postholder.

Person Specification

It is not expected that the successful candidate will necessarily have experience/ competency in all the areas highlighted but we would still encourage you to apply.

Experience and knowledge
<ul style="list-style-type: none"> • Experience of marketing and communications roles.
<ul style="list-style-type: none"> • Experience of writing and developing marketing and communication strategies.
<ul style="list-style-type: none"> • Experience of managing external agencies, suppliers and freelancers.
<ul style="list-style-type: none"> • Knowledge of audience insights, analytical tools and digital marketing.
<ul style="list-style-type: none"> • Experience of identifying audiences and developing successful integrated marketing and communications campaigns.
<ul style="list-style-type: none"> • Understanding of brand management, development and guardianship.
<ul style="list-style-type: none"> • Experience of project managing marketing and communication projects on time and to budget.

Skills and abilities
<ul style="list-style-type: none"> • Highly creative with the ability to effectively use audience insights to improve outputs.
<ul style="list-style-type: none"> • Ability to think and work strategically.
<ul style="list-style-type: none"> • Excellent and engaging writing skills with a good attention to detail.
<ul style="list-style-type: none"> • Excellent communication and interpersonal skills.
<ul style="list-style-type: none"> • Excellent project management skills.

<ul style="list-style-type: none">• Ability to work as part of a team and collaboratively across teams at all levels.
<ul style="list-style-type: none">• Ability to understand and implement new digital approaches/developments.

Values and Behaviours

Lymphoma Action works to a clear set of values in everything it does, and this reflects the following behaviours we look for in all of those who work for us.

Focused

- You focus on goals and on the best outcomes for our beneficiaries
- You are strategic and make good decisions and don't just focus on short-term needs
- You work in a flexible way, responding to new insights that will help increase our impact

Empowering

- You inspire people, celebrate success and acknowledge the efforts of others
- You support people to take on tasks and be confident in their decisions
- You respect the decisions of others and are resilient in the face of change

Trusted

- You are empathetic and show compassion, but respect professional boundaries
- You do what you say you're going to do and take responsibility for your decisions
- You are open and honest with yourself and others

Innovative

- You are curious, open to new ideas and don't miss opportunities
- You make time for reflection, creativity and learning and encourage others to do the same
- You are willing to try new things and you learn quickly from your experiences

Collaborative

- You are inclusive, treat everyone as an equal and embrace diversity
- You listen well, communicate openly and share your skills and knowledge with others
- You believe in the value of relationships and understanding differing perspectives/feelings.

August 2022