



**Position:** Marketing Manager April 2019

**Salary:** £35- 40,000 (depending on experience)

**Start date:** May 2019

**Contract type:** 12 month fixed term contract  
Monday – Friday 9am- 5:30pm

**About Ovarian Cancer Action:**

Ovarian Cancer Action (OCA) was founded in 2006, with a single purpose: to fund research to prevent women dying from ovarian cancer. We fund world-class scientific research leading to innovative treatments and progressive solutions. We campaign to ensure women and healthcare providers know the risk factors, symptoms and treatment options to enable informed and rapid action. Despite being the UK's deadliest gynaecological cancer, claiming a woman's life every two hours, ovarian cancer remains an underfunded and overlooked disease. And that's not ok with us. In fact, diseases like breast cancer had better survival rates five decades ago than ovarian cancer does in 2019. That's why we raise awareness of the disease amongst healthcare professionals and the general public, fight to put women's health firmly on the political agenda, and campaign for change.

We are based at 8-12 Camden High Street, London, NW1 0JH. Our office based team is made up of 20 talented and dedicated staff members plus volunteers, all of whom work hard to spread our message, campaign for change, and generate the vital funds we need to support the scientific innovators who will help beat ovarian cancer. We have a broad network of vital supporters, from community fundraisers and corporate partners, to our family of Voices who champion the cause across the UK.

Our mission is to stop women dying of ovarian cancer but we can't do it alone. We mobilise people to take action, to spread the word, to tell their stories, and raise the vital funds we need to beat the disease once and for all.

**About the Marketing Manager:**

We are going through a busy growth period in the Marcomms team, and are looking for an outstanding and broadly skilled Marketing Manager to lead the development and delivery of a variety of high impact marketing campaigns across the charity, from fundraising to raising awareness. You will be an exceptional communicator and relationship builder and work effectively alongside digital, PR and colleagues from across the organisation to plan and prioritise marketing activity based on audience need and insight; with the main purpose to make the biggest positive difference possible to woman with ovarian cancer. We work in a highly collaborative way and are supportive of each other to ensure we are reaching our ambitious growth plans.

**Position in organisation:**

**Reports to:** Head of Communications

**Main working relationships:** Head of Communications, Marketing and Communications Officer, PR Manager, Digital Communications Officer, the Fundraising team

**Direct stakeholders:** Supporters, Suppliers, Volunteers

**Key responsibilities:****Strategy:**

- Develop and deliver marketing strategy in line with the charity's objectives and the annual plan.
- Work closely with the Head of Communications and Head of Development to raise the charity's profile, grow database and increase income.

**Campaign management**

- Develop and deliver multi-channel marketing campaigns in line with the charity's vision and key objectives, including increasing fundraising income and recruiting new supporters.
- Commission, brief and manage agencies where needed.
- Use market research and data analysis to improve audience segmentation in conjunction with the Database Officer.
- Oversee the marketing budget and develop cost-effective marketing plans for each campaign.
- Work with the wider marcomms team to ensure all campaigns are impactful, integrated and deliver joint objectives and maximum impact as part of the wider marketing strategy.

**Brand management**

- Develop and drive implementation of the charity's brand strategy, in partnership with senior colleagues, to support its vision, values and delivery of the strategic plan.
- Develop campaign plan for marketing materials for 2019.
- Ensure correct branding is used in all charity materials.
- Work with freelancers, agencies and suppliers to support the development and delivery of specific campaigns.

**About the ideal person and their experience and skills:****Career Experience:**

- Must have a proven track record that clearly demonstrates developing and delivering successful marketing campaigns with measurable outcomes in a commercial and/or not for profit environment for at least five years and show a credible portfolio of campaigns.
- Able to demonstrate consistent experience developing and delivering multi-channel marketing campaigns, including owned, earned and paid media.
- Able to demonstrate a wealth of experience developing digital/ social marketing campaigns and overseeing film content production.

**Communication:**

- A broad range of excellent written, presentation and communication skills which deliver a clear and concise message for the highest impact.
- Strong listening skills.

**Critical thinking:**

- Excellent analytical and problem-solving skills and evidence of strategic thinking.

**Project Management:**

- Excellent time management skills and an ability to manage multiple projects and issues to deadline.

**Interpersonal skills:**

- Excellent interpersonal skills and a track record for building relationships at a senior level.

- Demonstrates openness to change and actively seeks solutions to challenges and complexities
- Be a collaborative team player who is committed to the success of the team and committed to achieve the charity's ambitious goals.

**Other:**

- Passion for improving outcomes in women's health.
- Must be experienced in the use of Microsoft Outlook, Word, Publisher, Excel and Databases.

**Desirable:**

- Knowledge of Adobe Creative Suite.
- Design experience.

**Personal Qualities**

- Flexible, tenacious and driven to succeed.
- Enthusiastic, highly motivated and a positive attitude.
- Tact, diplomacy and an ability to maintain confidentiality.

**Benefits:**

- 25 days annual holiday leave.  
(In addition, you will receive three non-contractual days leave due to the office closure between Christmas and New Year).
- Pension scheme with People's Pension (employee contribution 5%, employer contribution 3%).
- 24 hour confidential and free Employee Assistance Program to support you with both personal and work-related issues, and if required, confidential counselling sessions.
- Training and Development opportunities.
- Eye test and financial support with glasses if required.
- Interest free season ticket loans.
- Weekly free fruit, tea, and coffee.
- Social events for the team.

**Recruitment process:**

Thank you for your interest in this role. We would like to invite you to apply to work with us, by sending a short cover letter (no more than a page) of why you are interested in working with OCA and a brief example of your most successful marketing campaign, what channels you used and the outcome. Along with this, please send a copy of your latest CV to [jobs@ovarian.org.uk](mailto:jobs@ovarian.org.uk). Please also take a look at our website [www.ovarian.org.uk](http://www.ovarian.org.uk) for more details about what we do.

Our deadline for the role is Friday 10<sup>th</sup> May, however we may contact you sooner to discuss the role if you meet the requirements, so please send your application in beforehand. If we find a suitable candidate to carry out the role, we reserve the right to end the recruitment process earlier than Friday 10<sup>th</sup> May. We will aim to respond to each applicant, however if you do not hear from us within 10 working days of the deadline, we will not be considering you for this role, however we encourage you to keep updated with our vacancies on our website, or through our various social media activities.

If you have any questions regarding this role, please email [jobs@ovarian.org.uk](mailto:jobs@ovarian.org.uk), quoting the job title in the email heading.