

Job description and person specification

Please note this statement is for information only and does not form part of a contract. The responsibilities articulated are not exhaustive and we are committed to working practices that are flexible, collaborative and inclusive.

Job title	Mass Marketing Officer	Location	London office or remote (with regular travel to London office)
Contract type	Full time, 35 hours per week	Contract length	12 months Fixed term contract (maternity cover)
Date	13 April, 2022		

Context

We are Versus Arthritis. We are fundraisers, programme managers, volunteers, administrators, editors and accountants all doing everything we can to push back against arthritis. Together, we will continue to develop breakthrough treatments, campaign relentlessly for arthritis to be seen as a priority and support each other whenever we need it. Together, we're making real progress. But there's still a long way to go, and we won't stop until no-one has to tolerate living with the pain, fatigue and isolation of arthritis.

The marketing team are a passionate, enthusiastic, and hard-working team, focused on delivering change for people with arthritis. We lead on creating exciting and engaging integrated marketing campaigns aimed at people with arthritis and those connected with them. Our work helps to raise the profile of arthritis and generates support for the condition, for Versus Arthritis and for people with arthritis. Team members get the opportunity to work on a wide range of exciting projects, building their skills and experience, and to work with a number of different managers and teams across Versus Arthritis.

Main purpose of the role

The Mass Marketing Officer is responsible for supporting the delivery of distinct elements of our fundraising marketing and donor recruitment activity. The successful candidate will also have the opportunity to lead on specific projects to help the wider Mass Engagement and Fundraising Team meet its ambitious growth targets. Activity will be digitally led and will include paid social, PPC, digital display, email campaigns.

The post holder will be supporting the Mass Marketing Manager and will work closely with agencies and colleagues across teams to develop creative concepts, analyse results and improve performance.

To ensure that our supporters' experience is audience-led and fully integrated, the Mass Marketing Officer will work on retention projects and build a broad skillset across the spectrum of mass engagement and fundraising. This role will also work closely with colleagues in digital and campaigns to ensure fundraising is fully integrated and aligned with wider organisational activity.

- To support the delivery and evaluation of innovative and creative digital engagement activity, designed to significantly increase the number of actions people take to support the charity, and particularly the number and value of donations.
- To support Mass Marketing Manager to create and manage insight and audience led engagement plans and campaigns.
- To work collaboratively with agencies and colleagues to develop creative concepts and tactics that meet our core audiences needs and motivations
- To take on specific projects in mass retention depending on wider team priorities

Management and key relationships

Roles managed

None

Reports to

Mass Marketing Manager

Key Relationships

- Mass Marketing Manager and Head of Mass Engagement and Fundraising
- Internal teams which perform marketing activity, particularly Policy and Public Affairs, Mass Engagement and Fundraising and Professional Engagement
- External agencies where appropriate and our internal agencies such as Creative and Content and our Stories team

Main Responsibilities and Duties

- 1 Plan and deliver engaging, innovative and digitally led campaigns to increase the number of donors and fundraisers across all Mass Engagement products and ways of giving (including

	cash and regular gifts, in memory, challenge events, local and community fundraisers and legacies).
2	To independently evaluate and report back on campaigns.
3	Support the Mass Marketing Manager on our external marketing campaigns through the year, working with both internal teams and external agencies.
4	Develop exciting creative, relevant and engaging content and propositions for different audiences.
5	Work with the other Mass Engagement teams to develop supporter journeys which inspire repeat action.
6	Embed our customer engagement principles, brand and tone of voice in all content and communications.
7	Actively contribute to wider team planning activities.
8	Use a variety of sources to evaluate activity including CRM systems, email insights, Google and social media analytics.

Criminal Record Check

Requirement

This role DOES NOT require a Criminal Record check

Person specification

Knowledge, skills and experience: key requirements

Requirement	Evaluation Stage
1 Experience delivering digitally led fundraising campaigns.	Int

2	Experience of working in a charity or commercial setting in direct marketing, digital marketing or fundraising and has used email marketing, paid social and/or search to recruit and convert donors or customers and increasing scale.	App and Int
3	Experience in developing and delivering successful campaigns for different channels.	Int
4	Experience in achieving ambitious targets and objectives.	Int
5	Experience of working budgets, tracking financial and other metrics and working to improve ROI.	App and Int
6	Working with data, segmentation and campaign analysis to deliver income growth.	App and Int
7	Experience in developing engaging creative concepts with agencies or internal teams.	App and Int
8	Has experience in evaluating results and making recommendations for future activity.	App and Int
9	Experience using email clients to develop and evaluate email campaigns.	App and Int
10	Experience with any of the following platforms is desirable but not essential – Facebook Ads Manager, Engaging Networks, DotDigital, ThankQ	Int

Desirable requirements

Requirement	Evaluation Stage
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1	Experience of working for a campaigning, charitable or fundraising organisation.	App
2	Experience in analytics and evaluation – both in-campaign and through post campaign analysis.	App and Int
3	Experience of budget tracking and reporting.	App and Int

Competencies

We will be looking for evidence of the following competencies during the selection process.

Competency and description		Evaluation Stage
1	An enthusiastic, confident and flexible approach; able to work closely and adaptively with the immediate team and collaboratively across the entire organisation.	Int
2	The ability to work independently, initiate projects and see them through to completion.	Int
3	The ability to think strategically and use analytical skills to achieve results.	App and Int
4	Excellent interpersonal skills with a strong focus on building trusting relationships. You listen, accept challenge and are effective at influencing.	Int
5	Strong organisational, planning and administrative skills with an eye for detail while remaining aware of the larger picture.	App
6	Strong creative and problem-solving skills – proactively seeking to develop new and innovative approaches.	Int
7	Excellent communications skills – adept at using different approaches and content to engage a variety of audiences.	Int
8	Results-focused, able to achieve objectives and targets.	App

9	Proactive in spotting and responding to opportunities.	App and Int
10	Reflective, consistently looking to learn and improve your and the team's performance.	App and Int

Our values and behaviours framework underpins our daily working lives at Versus Arthritis. Its primarily for employees, volunteers and trustees and describes the expectations we have of each other, and our individual and collective commitment to the organisation.

Our values and behaviours directly support our brand identity and our customer experience principles. Even though the language may not be exactly the same, the principles and ideas are all consistent with our purpose and identity as Versus Arthritis.

- We value our contribution to a truly **inclusive** and **flexible** organisation, that prioritises people's **health and wellbeing**.
- We value **learning** to increase our impact for people affected by arthritis.
- We value being **accountable** for our actions and have **high expectations** of each other.
- We value **persevering** with challenges when we know **it's the right thing to do**.