

Candidate Pack

Role: Product Executive



British Heart
Foundation

Table of contents



Welcome letter from Claire Sadler	3
About British Heart Foundation	4
Being a responsible charity	5
Our strategy to 2030	6
Belonging	7
Our values	10
Our benefits	11
Job description	12
How to apply	16

Appointment of Product Executive



Dear Candidate,

Thank you for your interest in our role of Product Executive at British Heart Foundation (BHF).

It is my privilege to lead the Marketing, Fundraising and Engagement team for one of the UK's largest charities and the nation's leading independent funder of heart and circulatory disease research.

Our vision is a world free from the fear of heart and circulatory diseases. A world where fewer hearts stop without warning and more of us can live well for longer with the people we love.

We know achieving this won't be easy. But thanks to decades of discovery and scientific advances – we are more confident than ever.

Together, we believe we can stop the devastation for the millions affected by these conditions. All it takes is passionate people like you standing alongside us and believing in the power of research to create a better, brighter, healthier world for everyone.

As Product Executive, you'll lead the delivery and marketing of a portfolio of in-house events, focusing on supporter recruitment, stewardship, and delivering exceptional event-day experiences. You'll manage these products end-to-end, collaborating across teams to ensure innovative supporter journeys and successful achievement of both financial and engagement targets.

We want an exceptional colleague who exemplifies and champions our values; brave, informed, compassionate and driven. It's an incredibly exciting time to be part of our team. We are more ambitious and determined than ever – because the potential cures and treatments we need are in sight. You could be part of getting us there sooner, so thank you for your interest.

BHF is also proud that we are working towards being a truly diverse organisation, with an Equality, Diversity and Inclusion (EDI) strategy, Igniting Change, setting out a roadmap of changes with want to see. Our growing commitment to equality, diversity and inclusion spans across our organisation and we pride ourselves on being an inclusive employer who puts diversity at the heart of everything that we do.

So, if you feel you have the skills and experience that we are looking for, and you share our determination to help fund lifesaving research, then we would be delighted to hear from you.

Claire Sadler
Chief Marketing and Fundraising Officer



About us

There is nothing more precious than our hearts. But millions of people's hearts in the UK are vulnerable and need our help. British Heart Foundation (BHF)'s mission is to raise money to fund research that saves and improves lives and supports people affected by heart and circulatory diseases.

For over 60 years we've been a leading independent funder of research into heart and circulatory diseases. We are the UK's largest charity retailer with around 700 stores, an employee base of over 4,000, supported by a further 18,000 volunteers.

With over £430 million of BHF-funded research in progress, we have an aspiration to invest in excess of £1 billion in research by 2030.

We have so much to be proud of. But we know we're just scratching the surface of our true potential. And the challenges we face are as grave as ever.

There is nothing more precious than our hearts. But the tragic reality is that millions of people's hearts are at risk. Mounting numbers of people

face an agonising wait for care, while many more live in hope of treatments and cures that could save or improve their lives.

At the same time, the researchers we fund really are making science fiction a lifesaving reality. From our CureHeart programme, which offers hope of a cure to 30 million people worldwide with an inherited heart muscle disease for the first time in history, to using data science and artificial intelligence (AI) to predict heart attacks before they even happen, we're proud to be backing transformational research that is changing the world.

However, we need your support. By joining BHF, you could help us bring hope to people living with heart and circulatory diseases in the UK.

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CPR and heart surgery saved my life when I was six. Research made that happen."

Jadyn Briggs



Being a responsible charity

We've continued our journey to become a more socially, environmentally and financially sustainable organisation.

Our mission is to save and improve the lives of people affected by heart and circulatory diseases. We raise money to fund research to find cures and develop treatments for the world's biggest killers. And we are determined to do this in a responsible way.

Links between environmental factors and heart and circulatory diseases are clear. Research shows that extreme weather, such as intense heat and cold, have negative impacts on people living with these conditions.

We see it as a key part of our core purpose – to make sure that we carry out our lifesaving work in a responsible way. Our progress this year has included setting our commitment to be a net zero organisation by 2045, at the latest.

This covers all areas of our activities, from direct emissions, such as the heating we use in our BHF offices and stores, to the much more significant indirect emissions from within our supply chain through to how the research we fund is undertaken.

This year we have focused our work on mapping BHF's full carbon footprint. This gives us a detailed view of where and how we can make the most impact to reduce our impact.

Our roadmap to net zero has six key areas for initial focus:

- energy efficient and zero emission buildings
- zero emissions transport
- product sourcing and suppliers
- travel and logistics
- waste and circular economy
- research funding.

These commitments form an ambitious roadmap to be an ever more responsible organisation to our planet and our people.

Sometimes the research we fund may involve animals; this isn't something we take lightly and you can read more about our commitments in research [here](#).



Our strategy to 2030

Rising to unprecedented challenges

We are on a mission to protect all our hearts, so no one has to live in fear of heart and circulatory diseases.

Our strategy to 2030 has guided us in making this impact. It sets out the changes we want to see in the world by 2030, and how our work will help us achieve them.



Belonging

Our push for equality, diversity and inclusion takes many forms, including how we manage our organisation, and how our research funding helps to tackle health inequalities.

An important starting point is making sure BHF's workforce reflects the general population so we can better represent the experiences and voices of the communities we support. A more diverse, inclusive, and fair BHF will not only improve the quality of what we do, but the impact we have.

The ongoing work of Kaleidoscope, our equality, diversity and inclusion group, as well as our Research Inequalities Working Group, demonstrate our commitments to improve equality, diversity and inclusion for our staff, volunteers, and supporters, as well as our funding activities.

We want all of our BHF colleagues to have development and progression opportunities, and to embed a more inclusive culture throughout our organisation. Our EDI strategy, Igniting Change, sets out our roadmap of the changes we want to see.

Our Kaleidoscope group is made up of representatives from across the organisation. Our activities encompass accessibility to work and progression for those with care responsibilities, working parents, those with disabilities and long term health conditions, different age groups, those from underrepresented ethnic backgrounds, LGBTQ+ individuals and many more forms of diversity, both visible and invisible.

We have a number of affinity groups within the organisation. These include spaces for working parents, individuals from different religious, racial, and ethnic backgrounds, members of the LGBTQ+ community and those with disabilities and long term health conditions. These are designed to be spaces for colleagues to feel connected, included and heard.

We want to fund lifesaving research for everyone. We can help to achieve this by welcoming colleagues from all backgrounds to come and be part of our BHF family.



Building an inclusive and supportive environment

Many heart and circulatory diseases are diseases of inequality. Our equality, diversity and inclusion (EDI) strategy, Igniting Change, recognises that everyone's circumstances are unique. We are committed to funding lifesaving research for everyone, and we are committed to being an inclusive employer.

Whilst working at BHF, we actively encourage our colleagues to feel safe to bring their true selves to work. We strive to create a culture where colleagues are inquisitive about diversity and keen to get involved in all activities which make individuality and inclusivity part of what we do every single day

Improving diversity in research

Making the world a fairer place is an important goal, one that we are proud to contribute to by tackling inequalities in cardiovascular health, improving the diversity of our research workforce, and making BHF a more inclusive place to work. We want to have achieved greater inclusivity in the funding and the design of research, as well as in the cardiovascular research community. We have focused on collating data that defines our starting point, so we can take the right action to improve diversity.

We've published our first research funding diversity report. The report provided valuable insight that is helping us shape our future actions to address under-representation in our research community.



Staff engagement

Listening to our colleagues, and understanding what matters, is always the first step in improving the employee experience.

Our highest scoring areas in the latest colleague engagement survey were goal setting, fair treatment, responding appropriately to instances of discrimination and that BHF has created an environment where people of diverse backgrounds can succeed.

Heartfest

In June 2022 we held our first ever Heartfest, an online festival that brought BHF colleagues together to celebrate our work and give everyone a chance to reconnect with each other and to our cause.

Heartfest has since been a yearly event, growing each year and incorporating both online and in person events at BHF offices and shops across the UK.

Celebrating Pride

Pride is a chance for us to learn and show support for the LGBTQ+ community. BHF colleagues have taken part in Pride events across the country since 2018, including Pride marches in Edinburgh, Cardiff, Belfast and London.

Wellbeing

We take immense pride in fostering an environment that prioritizes the health, safety, and wellbeing of our employees, volunteers, and customers. Our excellence in health, safety and wellbeing is about cultivating a culture where every individual feels valued and safe, and our commitment to creating a safe and healthy workspace has been recognized nationally, culminating in the prestigious ROSPA Gold Award we proudly received in 2023.

One of our standout initiatives is the “Live Well Work Well” project group, which plays a pivotal role in enhancing workplace wellbeing. This group organizes a myriad of activities and resources aimed at promoting and supporting mental, physical, social and financial health. At BHF, we believe that a safe and healthy workplace is the foundation of success. As we continue to innovate and grow, our commitment to health, safety, and wellbeing remains unwavering. Join us and be a part of an organization that not only values your professional contributions but also cares deeply about your overall wellbeing.

A flexibly connected organisation

Our flexibly connected programme allows colleagues based outside of shops and stores to work flexibly, in a way that helps unlock their best work for the cause. The programme has been engaging with our Champions network, gathering insights from colleagues through our Ways of Working Study, to continuously adapt the approach where needed. It was awarded the Best Flexible Working Strategy at the HR Excellence Awards.

Join us at BHF and be part of a team that truly cares about your wellbeing. Together, we can make a difference in the fight against heart disease while supporting each other every step of the way.



Our values

We are proud that the work we do is funding groundbreaking, lifesaving research that one day could see a world free from the fear of heart and circulatory diseases, including conditions such as heart attacks, stroke and vascular dementia.

That's why our values are key to defining who we are, how we do things and how we can achieve our ambitions so that every pound we raise funds the research that keeps millions of hearts beating.



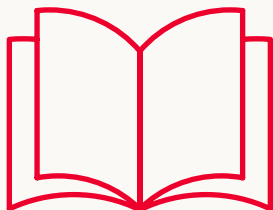
Brave

We speak out.
We're decisive.
We're innovative.



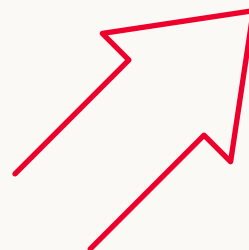
Compassionate

We're open and honest.
We respect others.
We care.



Informed

We're clear.
We're open minded.
We're work together.



Driven

We're focused.
We're determined.
We keep learning.

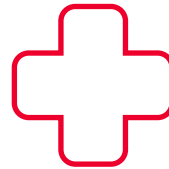
Our benefits

We all achieve more together when we're happy and healthy. As a world class organisation, we offer competitive salaries and an attractive package of benefits, designed to support the health and wellbeing of everyone who works here. Our generous benefits include:



Annual leave

Our annual leave allowance of 30 days plus bank holidays is among the best in the sector.



Health care

We offer employees private healthcare, dental health cover and a contribution towards your gym membership.



Family care

We offer 12-weeks' pay package for all family leave including maternity, paternity, adoption and neonatal care leave and are committed to offering returning parents and guardians the opportunity to work flexibly.



Live well. Work well.

Heart health is central to our mission, and that starts with you. We provide a programme of activities, opportunities and guidance to inspire and support you to live a healthy and happy life, at home and at work.



Support leave

We offer a holistic support leave of up to 10 days leave to support colleagues in time of uncertainty, where you may need to take additional time away from work to support yourself or others during a life event, such as caring



Pensions

Our generous pension scheme will support you to save for your retirement. You can contribute a minimum of 3% but can increase this to 8% or more, with employer contribution starting at 5% and increasing to a maximum of 10%.

Job description



Job title	Product Executive – Owned Events		
Directorate	Marketing, Fundraising and Engagement		
Team	Product Delivery		
Reporting to	Product Manager	No. of direct reports	0
Agility contract type	Blended (Home and office)		
Location	Dual Location – London Office (NW1 7AW) and Home		
Budget responsibility	TBC		
Job level	6	Date	July 25

Role Summary

This role will lead on the delivery and marketing of a portfolio of in house owned events, focusing on maximising recruitment, providing supporter-focused stewardship, and delivering high quality event day experiences for our supporters.

Working with the Senior Product Executive and the wider Product Delivery team, this role will ensure all activities are successfully planned, delivered, and managed, meeting both financial and non-financial targets. Responsible for planning and implementing innovative stewardship plans to provide supporters with a sector-leading journey from start to finish and optimising ROI.

The Product Executive – Owned Events manage products from end-to-end, working collaboratively with teams in marketing, digital experience and event-day delivery, in addition to other relevant teams in the wider Marketing, Fundraising and Engagement (MFE) directorate, to bring our events to life for BHF supporters.

Key responsibilities



Planning and management

- Lead on planning and implementing of products within your portfolio with support of the Senior Product Executive. Identify improvement opportunities, and helping ensure it remains fit for customer, market, and profitability needs.
- Deliver and monitor 'in product' or 'in event' stewardship communications, as required. Collaborate with expert teams to execute stewardship communications and ensure creative and messages are integrated with other areas of the organisation.
- Collaborate with other expert functions across the BHF as per the governance process e.g., Marketing Strategy & Planning, Medical, Legal.
- Maximise recruitment for your products, feeding into marketing plans and ensuring all assets are delivered to a high quality.
- Prepare briefs for and regularly engage with other teams to ensure all relevant elements of events are successfully communicated and understood (such as Engagement & Activation, Communications, Digital Experience, Community Field, Customer Service Centre, amongst others).

Budgeting and financial management

- Monitor and report on financial performance and KPI trends of products and propositions and make recommendations for contingency actions to meet commercial targets and deliver reforecasts as needed.
- Contribute to accurate completion of budgets, forecast, and plans as per the BHF's financial cycle and MFE's strategy.
- Report regularly on progress of KPI's set for products with clear rationale and forward thinking to aid success within products life cycle.
- Ensure the effective management of supporter data and the integration of campaign data into CRM database placing our customers at the heart of everything you do, championing world class experience, fulfilment, and supporter journeys.
- Lead the preparation of briefs for fundraising activity, according to BHF procedures.
- Ensure all activities comply with appropriate legal requirements and with BHF policies and standards.
- Plan and manage income and expenditure budgets, including managing invoices and regular reporting.

Insight and analysis

- Ensure all work is data and insight driven, with the customer at its heart.
- Work closely with the Customer Insight and Finance teams to gather and interpret key performance and financial metrics for each product and proposition to inform 'life cycle' decisions, financial planning, and contingency measures.
- Brief/commission and collaborate with other MFE teams to ensure they have the market, audience, and competitor insight they need to successfully develop and deliver their agreed aspect of the product/proposition plans to market them successfully.

General

- Attend events in the evenings and at weekends where necessary.
- Represent the BHF positively at all times, reflecting our organisational values.
- Lead by example, influencing and supporting cultural change and showcasing our brand behaviours.
- Undertake any other additional tasks as requested by the Product Manager and other senior leaders.

Knowledge, training and qualifications



- Strong knowledge of Microsoft Office inc. Word, Excel, and PowerPoint.
- Working knowledge of content management systems, email marketing platforms and customer databases.
- Understanding of product marketing and KPI's associated with marketing performance.
- An understanding of different marketing approaches and techniques.

Experience

Essential

- Relevant experience working on income generation products from start to finish, specifically within the context of product marketing, fundraising campaigns and/or fundraising events.
- Experience of delivering a multi-channel customer journey.
- Experience of managing and delivering projects involving multiple stakeholders.
- Experience of working with internal and external stakeholders.

Desirable

- Experience of working on integrated direct marketing campaigns across media channels, including print, digital advertising, email, and social media.
- Experience of content management systems, email marketing platforms and customer databases.
- Experience of budget management.

Skills and attributes



- Excellent written and verbal communication skills, including the ability to write effective copy tailored to different channels.
- Strong organisational skills with the ability to manage a changing workload to tight deadlines.
- Good analytical and numerical skills with the ability to report on datasets and make informed decisions and suggestions to progress a campaign or product.
- Excellent marketing skills, able to use marketing to secure support across a broad range of channels.
- Enthusiastic and personable with the ability to engage others when talking about a campaign/event - both to other members of staff and the general public.
- Commercially aware, with a good understanding of ROI.
- Excellent attention to detail.
- Proactive, creative, and innovative with the ability to take your own (and others') ideas to implementation.
- Confident presenting in meetings and communicating with internal and external stakeholders.

Safeguarding

At British Heart Foundation (BHF), we are committed to creating a safe and rewarding environment for all of our people to work and volunteer. This means we have a robust safeguarding policy to ensure everyone is treated properly, and a whistle blowing service so people can raise any concerns they have confidentially.

Data protection

During your employment, this role will encounter some personal data. The role will be permitted to access and use the following types of personal data:

- Personal details/contact information/family details
- Personal financial information - donations, gifts, bank account, card numbers
- Personal Sensitive data - health, race, ethnicity, sexual orientation, political affiliation, trade union membership, religious or philosophical beliefs, biometric or genetic data, criminal record

If you find yourself with access to personal data you are not authorised to have, you must report it to your line manager and the IT Service Desk immediately.

How to apply



To apply for this role please use the apply button via the jobs page on our website. Our process involves submitting your CV and a supporting statement, which should outline your interest and explain how you meet the criteria stated in the person specification.

All applications are managed by our Recruitment team. If you wish to speak with a member of the team regarding the role and your application please contact them on careers@bhf.org.uk

Early application is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert early should we receive a sufficient number of applications.

Should you need any adjustments to the recruitment process at application stage please contact the Recruitment team on careers@bhf.org.uk





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