

Candidate Pack

Role: Customer Marketing Manager (FTC)

British Heart Foundation

Table of contents

Welcome letter from Claire Sadler 3

About British Heart Foundation 4

Being a responsible charity 5

Our strategy 6

Our work 7

Our People Power 11

Belonging 12

Our values 15

Our benefits 16

Job description 17

How to apply 23

Appointment of Customer Marketing Manager (FTC)

Dear Candidate,

Thank you for your interest in our role of Customer Marketing Manager (FTC) 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 biggest independent funder of research into cardiovascular disease in the UK.

Our vision is a world where everyone has a healthier heart for longer. 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.

We remain steadfast in our drive to stop heart disease before it starts. To save more lives. And to support patients at every stage of their journey. 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 Customer Marketing Manager, you'll develop and deliver personalised, multi-channel marketing activity that strengthens supporter relationships, increases engagement and drives long-term income for the BHF. Working collaboratively across teams and agencies, you'll use customer insight and performance data to optimise journeys and experiences, while supporting the implementation of new systems and ways of working across the Retention & Customer Journeys Team.

We're looking for an exceptional colleague who exemplifies and champions our values; brave, informed, compassionate and driven. 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.

Underpinning our work is the strength of our organisation: our people, systems and culture. We're proud to be working towards being a truly diverse organisation. Our People Power strategic plan is about helping everyone reach their full potential, supporting learning and development, and making sure every person feels valued and included. 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 Customer and Marketing Officer



About us

British Heart Foundation holds a very special place in our hearts, as it does for millions of people.

For more than six decades, our mission has powered a transformation in what is possible for people with cardiovascular disease (conditions of the heart and blood vessels), backing the best scientists and ideas to drive progress that has saved lives and brought hope around the world. And yet our work has never been more needed.

Cardiovascular disease remains the world's biggest killer. In the UK, a family loses a loved one to it every three minutes, and more than eight million people are living with a heart or circulatory condition at a time when health services are struggling. Too many face long waits for diagnosis and treatment, difficult decisions, and there are widening inequalities in care and outcomes. This is a reality we will never accept.

Research has powered progress that has saved countless lives – the number of people in the UK dying from cardiovascular disease each year has fallen by nearly half since BHF was founded. Treatments that were once science fiction are now part of everyday care.

Today, we are accelerating the next phase of progress. We're backing advances in data science and AI, regenerative medicine and gene therapies that offer a lifeline of hope to millions of people.

Our strategy is shaped by urgency and a bold ambition to grow our ability to make even more impact by backing the best science and ensuring we drive the best treatment and care for all.

Thanks to our incredible supporters, we expanded our research portfolio to nearly £500 million in 2025-26, the highest level since the pandemic, and reached millions of people with trusted health information and support and delivered a record year for fundraising despite significant external pressures.

These pressures, including rising costs and changing shopping and donation habits for our shops, means we must also adapt how we operate to ensure we can continue to generate the vital funds that power lifesaving research.

But with researchers, clinicians, volunteers, people affected by cardiovascular disease, colleagues, partners and supporters by our side, we remain steadfast in our drive to stop heart disease before it starts, save more lives, and support everyone to have a healthier heart for longer.

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

Jadyn Briggs



Being a responsible charity

Over 2025-26, we continued to make sustainability part of how we work, because protecting the environment also helps protect heart health.

Extreme heat and cold can put extra strain on people living with cardiovascular disease, so we are reducing our environmental impact while acting responsibly as a charity, employer, research funder and retailer.

We're committed to becoming a net zero organisation by 2045 at the latest. By 2030, we aim to cut emissions by 50% compared to our 2022–23 baseline.

Our roadmap to net zero continues to focus on the following priority areas:

Energy-efficient and zero-emission buildings

Electricity consumption reduced by 8% compared with the prior year, partially driven by rationalising our office space and continuing to roll out energy-efficient LED lighting in shops and stores, as well as by raising awareness and encouraging behavioural change on energy use by staff. Gas consumption also reduced by 19%, as we continued to phase out gas boilers across our retail estate.

Zero emissions transport

Our company car fleet is now fully electric or hybrid, and we have continued to explore lower-emission options for our commercial van fleet and wider transport network.

Product sourcing and suppliers

During 2025-26 we began a structured programme of engagement with suppliers to improve the quality of carbon data and understand where practical reductions can be made.

Streamlined Energy and Carbon Reporting (SECR) emissions

Our SECR disclosures show an overall reduction in operational emissions in 2025-26, with total reported emissions reducing 11%.

Waste and the circular economy

We have continued to improve recycling and waste management across our sites, and have adapted 20 of our shops to become our first Zero Waste Stores. These stores optimise every available waste stream to remove all avoidable waste. We will use learnings from these sites to inform wider improvements across our retail estate.

Responsible research funding

We continue to work with the research community to understand and reduce the environmental impact of the research we fund.



Our strategy

Our vision and goals set out the difference we want to make, while our strategic priorities set out how we'll do it. Our full strategy is available here.

Our vision

A world where everyone has a healthier heart for longer

Our goals

What we're trying to achieve

Stop

Stop heart disease before it starts



Save

Save more lives from heart disease



Support

Support everyone with heart disease to live a longer healthier life



Our priorities

How we'll achieve it

Inspire

Inspire support and income to power lifesaving research



Advance

Advance the scale, breadth and impact of cardiovascular research



Transform

Transform the information, care and support available to all people affected by heart conditions



Accelerate

Accelerate impact by unlocking the potential of our people, technology and culture



Advancing cardiovascular research

Advance

Advance the scale, breadth and impact of cardiovascular research



Millions of people across the UK are living with heart conditions, or they are at increased risk of developing them. There is still an urgent need for research that delivers real change for people living with cardiovascular disease.

Over the course of the financial year, 2025-26, we awarded £103m in research to meet this challenge. Alongside this, we have strengthened our leadership across the UK research landscape. Our approach to funding follows three guiding principles: diversifying our research base, building ambitious partnerships, and working with others to unlock additional funding and expertise. By doing so, we are increasing the scale and pace of research, enabling scientists to tackle the biggest challenges in cardiovascular disease.

We have delivered this while maintaining stability for the research community: refreshing programmes without pausing applications, upholding rigorous governance and transparency, and ensuring patient benefit remains central to every funding decision.

Our objectives:

- Grow the UK's investment in cardiovascular research, helping to close the UK's funding shortfall in research to tackle cardiovascular diseases.
- Grow the strength, breadth, and diversity of the UK's cardiovascular research workforce, enabling it to power the discoveries of the future.
- Increase BHF's investment in prevention research, innovation, and partnerships to stop heart disease before it starts.
- Increase BHF's research investment in strategic funding initiatives and Grand Challenges to discover the diagnostics, treatments and cures of the future.
- Significantly grow BHF's investment in clinical and translational research, leading to faster translation of scientific discoveries into patient benefit.

Transforming information, care and support

Transform

Transform the information, care and support available to all people affected by heart conditions



Ensuring everyone living with cardiovascular disease gets the right care, information and support, when they need it, is an essential part of our mission. Over the course of the financial year 2025-26, we championed new models of care, made trusted information and support available to more families, and we have expanded lifesaving skills in communities across the UK.

By working closely with the NHS, government bodies and local partners, we are actively influencing policies and services to address health inequalities and enhance access for those at greatest risk. Our collective efforts are paving the way for a future where more people can live longer, healthier lives – supported, informed, and empowered every step of the way.

Our objectives:

- Grow the scale and scope of BHF's healthcare innovation funding, leading to pioneering models of care being rolled out across the NHS.
- Make BHF's information and support available to every family in need, at the point of need.
- Grow numbers of people trained in CPR and able to access a defibrillator, contributing to an improvement in out-of-hospital cardiac arrest survival rates.
- Influence the governments and health services in all four UK nations to prioritise tackling cardiovascular disease and reduce health inequalities.

Inspiring more support and income

Inspire

Inspire more support and income to power lifesaving research



In one of the toughest economic environments on record, we delivered a recordbreaking fundraising year, raising more than £62m in fundraising income and increasing people's consideration to donate to BHF, as well as raising a further £106m from legacies. Our fundraising achievement is especially significant given the wider sector has seen year-on-year declines in total income, average gift and donor numbers, according to research by Charities Aid Foundation.

Yet the broader income picture was not without pressure. Like many high street retailers, we are seeing how rising costs and changing shopping and donation habits are reshaping the retail landscape. To ensure our retail income remains strong and sustainable for the long term, we need to adapt how we operate to ensure we can continue to generate the vital funds that power our lifesaving research.

Our objectives:

- Raise the profile of cardiovascular disease as the world's biggest killer.
- Grow our fundraising income by significantly growing our supporter base and the value of their support.
- Strengthen our position as the UK's leading charity retailer, by evolving our offer in response to changing market conditions and customer demands.
- Transform our organisation to be truly customer centric in everything it does.

Accelerating impact through people, technology and culture

Accelerate

Accelerate impact by unlocking the potential of our people, technology and culture



Over the past 65 years, we've help transform what's possible for people affected by cardiovascular disease. But the pace of change is increasing – and we must match that momentum.

Through our Accelerate objectives, we are strengthening the foundations that enable everything we do: investing in the skills, diversity and wellbeing of our people; using technology to work smarter and reach further; and operating as an agile, well-governed and financially sustainable charity. Together, these priorities help us move faster, work more effectively, and make the best possible use of every pound raised to deliver lasting, lifesaving change.

Our objectives:

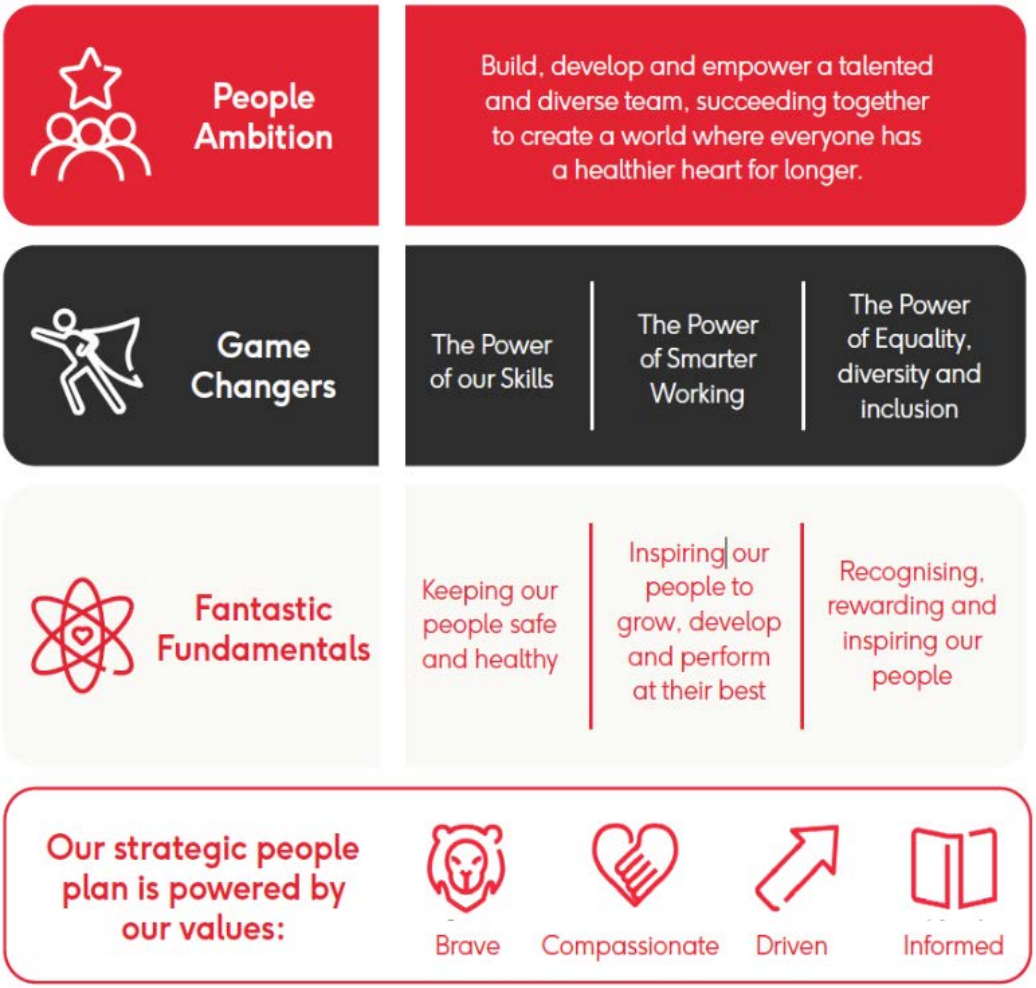
- Build, develop and empower a talented and diverse team to deliver BHF's mission.
- Lead the charity sector in creating a sustainable, fair and well-governed BHF with equality, diversity and inclusion at the centre of everything we do.
- Transform our technology foundations, harnessing data and AI to significantly improve our security, income, customer focus and impact.
- Create a culture of excellence where we consistently look for ways to learn, innovate and continuously improve.

Our People Power

Our colleagues and volunteers are at the heart of everything we do. Our People Power strategic plan is about helping everyone reach their full potential, supporting learning and development, and making sure every person feels valued and included.

We focus on three main priorities:

- **Skills:** We help colleagues and volunteers build new skills and confidence, offering clear pathways for learning and growth. This means people can develop their abilities, move into new roles, and contribute in meaningful ways.
- **Smarter working:** We encourage everyone to use digital tools and self-service systems, making everyday tasks easier and freeing up time for innovation and improvement. This helps people work more efficiently and feel empowered in their roles.
- **Equality, diversity and inclusion (EDI):** We are committed to creating a fair, welcoming environment where everyone can succeed. By removing barriers and supporting inclusive leadership, we aim to close any remaining gaps in experience and opportunity across the organisation by 2030.



Belonging

We know a more diverse research community delivers better science, and that being representative of the communities we serve makes us a more powerful team.

Since launching our first EDI strategy, Igniting Change, in 2022, we have strengthened the policies, practices and culture that help colleagues feel valued and able to succeed. Our three-year evaluation showed minority ethnic staff representation increased from 10% to 14% (meeting our target), and 90% of colleagues say they are treated fairly irrespective of background, up from 85% in 2022.

We have introduced a Workplace Adjustment Policy and Support Needs Working Group, and expanded development for underrepresented groups through programmes including Ignite Aspiring Leaders. We also reported a 0% pay gap for gender and ethnicity, as well as supporting nine active Affinity Groups and published our position on anti-racism.

We're pleased this progress has been recognised externally, with awards from HR Excellence, British HR Awards and In-House Recruitment, and being included in both the Financial Times and Glassdoor lists of best UK employers.

Building on these foundations, we published new ambitions to 2030 to set clearer goals for representation, progression and culture; we know we still have more to do, so over the year ahead we will deepen our focus on belonging, embed inclusive leadership expectations for managers and senior leaders, and strengthen our intelligence, metrics and governance to identify and reduce disparities across the colleague lifecycle, from recruitment and development to performance and progression.



Building an inclusive and supportive environment

We recognise the importance of ensuring BHF offers an environment that allows all our colleagues and volunteers to thrive. Our equality, diversity and inclusion (EDI) commitments, continues to deliver positive improvements.

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

We are strengthening the UK's cardiovascular research workforce by supporting a broader and more diverse community of researchers, and making it easier for talented people to build long-term careers in the field.

To address long-term challenges in the UK research system, we have worked with partners including UK Research and Innovation and the National Institute for Health and Care Research to strengthen the pipeline of clinical academics. This includes contributing to a new national framework bringing together available funding routes, and co-signing a statement calling for sustained growth in the number of funded clinical academic roles. This kind of system level work helps create clearer, more stable career pathways for researchers.

Staff engagement

Every year we reinforce our EDI commitment through a colleague engagement survey, to help us understand how we can continue to improve.



Our three-year evaluation showed minority ethnic staff representation increased from 10% to 14% (meeting our target), and 90% of colleagues say they are treated fairly irrespective of background, up from 85% in 2022.

Enhancing our benefits

We aim to empower and support the health and wellbeing of everyone who works at BHF, and so we continually review our staff benefits to ensure they are fair and attractive both to current and potential employees.

We have a holistic and flexible Support Leave provision for everyone. This provides extra paid time off to support colleagues or others close to them during a life event.

Celebrating Pride

Pride is a chance for us to learn and show support for the LGBTQIA+ 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 prioritises 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.

One of our standout initiatives is the Live Well Work Well project group, which plays a pivotal role in enhancing workplace wellbeing. This group organises 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 organisation that not only values your professional contributions but also cares deeply about your overall wellbeing.

A flexibly connected organisation

We know that flexibility helps people do their best work. Our Flexibly Connected approach empowers colleagues to work in ways that support wellbeing, collaboration and impact, while staying connected to each other and our mission. Our approach 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 work towards a world where everyone has a healthier heart for longer, while supporting each other every step of the way.



Our values

We are proud that the work we do is funding groundbreaking, lifesaving research. Our vision is a world in which everyone has a healthier heart for longer.

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 helps keep 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 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 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 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

British Heart Foundation

Job title	Customer Marketing Manager (FTC)		
Directorate	Marketing, Fundraising and Engagement		
Team	Retention & Customer Journeys		
Reporting to	Head of Retention & Customer Journeys		
Agility contract type	Blended (Home and office)	**No of direct reports**	
Location	Dual Location – London Office (NW1 7AW) and Home		
Budget responsibility	TBC - depending on portfolio/workstreams allocated		
Job level	4	**Date**	Aug 2026

Role Summary

British Heart Foundation

This role is responsible for developing, planning and delivering customer marketing activity with the objective of increasing customer value, engagement and long-term income. Leading on the management and execution of integrated, strategic marketing plans across the BHF customer base, and in alignment with the brand strategy, to deliver income and engagement targets whilst retaining and deepening customer relationships over the long term.

This role will work in partnership with fellow Customer Marketing Managers and Customer Journey colleagues to put the customer at the heart of strategy and delivery. The postholder will work collaboratively to deliver transformative, personalised, omni-channel customer experiences that support the BHF's income objectives, whilst ensuring customers feel engaged with our work and motivated to continue supporting our mission over the long term.

The role will work in partnership with agencies and in-house teams on the development, execution and optimisation of customer journeys and multi-channel marketing communications to acquire, retain, develop and deepen engagement with BHF audiences across a portfolio of activity including, but not limited to, legacies, individual giving, retail, information & support and events.

Over the next 12 months, the team will be introducing new systems, processes and ways of working designed to enhance how we engage with and support our supporters. These activities create a temporary increase in workload and require additional resource alongside the delivery of our day-to-day customer marketing activity.

This additional fixed-term position has been created to support a temporary increase in workload within the Retention & Customer Journeys Team. The additional resource is required to support the implementation of new systems and processes while enabling the team to continue delivering ongoing customer marketing activity.

The role is not intended to form part of the team's ongoing establishment beyond the implementation period. The contract is therefore expected to end after 12-months once the systems and process change programme has been completed and the associated temporary resourcing requirement has come to an end.

Key responsibilities

Strategy and Planning

- Responsible for supporting the Head of Retention & Customer Journeys in developing and executing retention marketing plans, which optimise integration across all BHF engagement touchpoints, to deliver against £17m+ mass fundraising income targets, reduce attrition and deepen engagement (LTV) with existing customers – in particular with a focus on your assigned workstreams, customer audiences and priority opportunity areas.
- Develop plans based on customer insight and performance data to deepen understanding of customer audiences, identify growth opportunities and increase long-term value and engagement.
- Develop customer journey maps for assigned workstreams, customer audiences and priority opportunities, based on data, insight and business rules, along with the supporting content strategy and assets required for multi-channel customer journeys.
- Work with wider BHF data and analytics teams to develop and deliver analysis and models to support optimisation across your workstreams, audiences and priority opportunities.
- Maximise opportunities from commercial data sources, to develop retention plans to meet wider business objectives and KPIs, (i.e., increased customer engagement, increased customer lifetime value, reduced attrition, improvement in customer satisfaction and average product holding).
- Develop and maintain an understanding of existing customer journeys managed across the whole BHF portfolio, to ensure consistency and integration across the wider customer portfolio.
- Working in collaboration with your Brand and Acquisition peers, and fellow Retention/ Customer Journey team members, ensure a cohesive customer journey across the entire life-cycle that incorporates all BHF engagement touchpoints/channels, to reduce attrition and ensure the collective BHF spend and efforts are focused on the most relevant opportunities to meet our in-year targets and longer-term business objectives.
- Use customer insight, journey performance data and commercial understanding to identify, prioritise and recommend opportunities to grow income, reduce value leakage, improve customer experience and optimise customer journeys.

Execution

- Work with the Customer Insights and Analytics team to ensure the capture, modelling, tracking and reporting of activity across your assigned workstreams, audiences and opportunity areas.
- Monitor, track anomalies and use insights to improve your marketing effectiveness across all channels.
- Manage delivery of all customer journey stages from 'pre-campaign' development, campaign briefing and overseeing design and implementation.
- Working with your peers, to ensure our third-party suppliers and agencies are producing campaigns on time, within budget and to agreed objectives; and importantly are inspired and motivated by our ambitions and cause
- Test and learn joint responsibility with our agencies where appropriate and in-house teams across the organisation, to plan and report on the identification, development, and execution of tests (including identifying and suggesting what to test) and the continual optimisation of conversion and customer experience and engagement plans.
- Work closely with the Head of Retention & Customer Journeys and peer Customer Marketing Managers to analyse the stages of the customer journey and understand what the tipping points are for attrition using customer insight and data analysis
- Balance in-year income with life-time value as appropriate to ensure all retention activity is driven by maximising longer term income.
- Support delivery across multiple customer workstreams and mission areas where business priorities, development opportunities or workload balancing requirements make this appropriate.

Key responsibilities

- Work closely with other colleagues and teams to develop and implement customer journeys and communications to increase loyalty and product holding.
- Consistent and proactive regular reviews of activity and results with the wider marketing team to inform the marketing planning process, share learning and best practice.
- Maintain an up-to-date knowledge of current legislation, best practice and industry standards from all relevant regulatory bodies including the Fundraising Regulator, IOF and ICO.

Management

- Working with a high level of autonomy to deliver marketing activities through to completion, briefing and managing relationships with key stakeholders, partners and suppliers as needed.
- Provide expertise in leveraging and exploiting Adobe capability – including customer journey development, content mapping, including trigger based and automated email activity within this.
- Build powerful working relationships based on effective alignment with key stakeholders in the organisation.
- Collective responsibility for successful delivery of retention and customer journey plans to grow income and support of our organisational objectives and key results (OKRs)
- Support best-practice ways of working with agencies and in-house teams to optimise performance and foster strong working relations and resolution of any issues.

Financial Management

- Manage and own the financials and forecasting (product forecasts, annual budgeting, and high-level planning forecasts), across your own suite of activities; as well as forecasting key hydraulics, such as: inbound/outbound call volumes, online traffic, and marketing driven donation volumes to underpin mass fundraising income targets.
- Deliver robust income/expenditure tracking, to ensure marketing plans and KPIs are delivered within budget and to brief and continually optimising customer journey plans to maximise value to the customer, LTV, and ROI.
- Feed in necessary information to populate necessary dashboards and departmental reporting.
- Monthly budget management, performance reporting and reconciliation.

Other

- Keep up to date with sector developments and knowledge within your area, implementing any learnings, as necessary.
- Ensure all fundraising and marketing is compliant, ethical, effective, legal and customer centric, working within the Gambling Commission's guidelines where relevant, in-line with the Fundraising Regulatory framework and adhering to our Supporter Promise.
- Undertake any other additional tasks as requested.
- Forge excellent relationships across all areas of the BHF to identify cross-divisional opportunities where appropriate.
- Adhere to the values, strategy, and objectives of the BHF.
- Ensure all activities comply with appropriate legal requirements and with BHF policies and standards.
- This post may involve some travel, overnight stays, and occasional working outside core office hours.

Knowledge, training and qualifications

- Fully able to effectively use IT including Microsoft Office and databases
- An understanding of and empathy for BHF's cause and objectives
- Strong working knowledge of product marketing, retention, and stewardship activity
- Marketing qualification (desirable)

Experience

- Demonstrable experience of successfully designing, developing, and managing retention and customer marketing strategies to drive commercial/revenue growth including strong below the line, digital, direct mail, email and SMS experience.
- Evidence of gathering and utilising customer data and insight to inform segmentation strategies and customer journey mapping development.
- Experience of designing, developing and successfully delivering automated, personalised customer journeys using martech capabilities to engage, retain, cross-sell and upsell customers
- Fundraising experience, and an understanding of different audience motivation and needs. In particular, evidence of delivering mass, individual giving activities and legacy marketing is highly desirable, or extensive experience of driving revenue growth through customer marketing.
- Experience and proven track record of success working in a fast-moving, effective marketing team.
- Current operational experience of successful optimisation of product marketing through integrated omni-channel delivery.
- Demonstrable experience of briefing and delivering effective marcomms creative materials and collateral on and offline.
- Proven experience of prioritising and working on multiple projects concurrently.
- Experience of monitoring, controlling, and reporting on income and expenditure.
- Experience of agency partnership management.
- Cross departmental/organisational working.

Skills and attributes

- Evidenced marketing skills, a full understanding of different marketing and fundraising approaches and an ability to use marketing to secure support across a broad range of channels.
- Excellent planning and project management skills.
- Highly numerate with strong analytical skills with a proven ability to analyse and interpret results and translate this analysis into action.
- Excellent interpersonal skills, along with the ability to develop strong working relationships with supporters, external suppliers, and other key stakeholders.
- Budget management skills – an ability to manage complex budgets, interpret financial information and to provide reporting and analysis.
- Strong planning and prioritisation skills with an ability to identify opportunities and to focus activity to maximise success.
- Solution focused approach.
- Highly achievement orientated and resilient, you will be able to work effectively to deadlines and to manage your own priorities.

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 whistleblowing 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 and/or family details
- Personal financial information - including any of the following - donations, gifts, bank account, card numbers
- Personal sensitive data - including any of the following - 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. You may also be asked a few application questions, depending on the role you're applying to.

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 us on careers@bhf.org.uk

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



British Heart Foundation

British Heart Foundation is a registered charity in England and Wales (225971), Scotland (SC039426) and the Isle of Man (1295). A company limited by guarantee, Registered in England and Wales (699547) and the Isle of Man (6201F). Registered office: Greater London House, 4th Floor, 180 Hampstead Road, London NW1 7AW.

Registered with FUNDRAISING REGULATOR