Candidate Pack

Role: Mass Fundraising Acquisition Marketing Executive

British Heart Foundation

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Appointment of Mass Fundraising Acquisition Marketing Executive

Dear Candidate,

Thank you for your interest in our role of Mass Fundraising Acquisition Marketing 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 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.

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 our Mass Fundraising Acquisition Marketing Executive, you'll help deliver engaging multi-channel campaigns across Individual Giving, Legacies and Events, supporting campaign planning, delivery, reporting and day-to-day management. You'll put supporters at the heart of your work, using campaign performance and insights to help grow income, attract new supporters and build long-term engagement with the BHF.

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 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 Customer and Marketing Officer

About us

If you had a heart condition in the early 1960s, your chances of survival were slim. At that time, cardiovascular disease caused more than half of all deaths in the UK, and 7 out of 10 people who had a heart attack in the UK died.

It was clear that something had to change, and fast. So, a group of cardiologists formed British Heart Foundation (BHF) in 1961 and set out to find lifesaving answers through science and provide health information and support to those who need it most.

Since then, research we've funded has been at the forefront of scientific progress across the globe. We've helped transform treatments for heart attack, helped to restart hearts with the development of portable defibrillators and proved that statins can save lives, offering hope to those who desperately need it.

These are incredible achievements and a testament to the passion of the researchers we fund and BHF staff, volunteers, and supporters. Thanks in part to these breakthroughs and many others, the number of people dying from cardiovascular disease each year in the UK has nearly halved since BHF was set up. But our work is far from over.

Despite the strides we've made, cardiovascular disease remains the world's biggest killer. In the UK alone, 1 in 4 of us die from them. It affects people of all ages and can stop hearts unexpectedly – leaving gaping holes in families and futures in tatters. This is why our research is still needed.

Hearts are precious. We write from them. Sing from them. Follow our dreams with them. And while we understand more about them today than we did seven decades ago, there is still so much left to discover. BHF can't tackle these conditions alone. The only way we can rise to some of the biggest challenges in cardiovascular medicine and save more lives is by continuing to fund scientific research.

Our vision is a world where everyone has a healthier heart for longer. Where fewer hearts stop without warning and more of us can live well 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 want to stop the devastation for the millions affected by cardiovascular disease. All it takes is passionate people like you and believing in the power of research to create a better, brighter, healthier world for everyone.

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

Jadyn Briggs

Being a responsible charity

Every year we make further progress to being a more sustainable, fairer and well-governed charity.

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.

When it comes to environmental factors, links to cardiovascular disease are clear. Research shows that people living with cardiovascular disease are more likely to be negatively impacted by extreme weather such as intense heat and cold.

We're also committed to making BHF as sustainable as possible throughout its operations. This includes a commitment to reducing avoidable waste, and reducing our carbon footprint with a 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.

Our sustainability targets are ambitious and have been designed in accordance with the Greenhouse Gas Protocol and the Science Based Targets Initiative (SBTi). Our roadmap to net zero has six focus areas.

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

BHF remains dedicated to investing our funds responsibly, in line with our mission and values.

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 on our website.

Our strategy

Our strategy sets out how we aim to save and improve lives on a scale more ambitious than ever before.

Our vision is a world where everyone has a healthier heart for longer. We'll get closer to that day by focusing on three goals:

- We will stop heart disease before it starts, by revolutionising how we prevent it
- We will save more lives from heart disease by discovering groundbreaking treatments and cures
- We will support everyone with heart disease to live a longer, healthier life.

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

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 our Health Inequalities and Research Inequalities working groups demonstrate our commitments to improve EDI beyond our own workforce, and into the wider healthcare systems and research ecosystems we work so closely with

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 sets out our roadmap of the changes we want to see.

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 LGBTQIA+ community and those with disabilities and long term health conditions. These are designed to be spaces for colleagues to feel connected, included and heard.

Colleagues frequently organise internal events to foster a sense of belonging, often led by one of our Affinity Groups which serve as a focal point for colleagues with shared interests to come together. For example, we enjoyed a fantastic and joy-filled celebration of Diwali at both our London and Birmingham offices.

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

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) strategy, continues to deliver positive improvements to ensure this is the case.

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

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

One of the most important questions is whether BHF has created an environment where people of diverse backgrounds can succeed. Last year, 2023-24, we were at 86% and set a target score of 90% for January 2025 which we are pleased to say we achieved this year!

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've recently added 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

Our flexibly connected programme allows colleagues 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 work to a world where everyone has a healthier heart for longer, while supporting each other every step of the way.

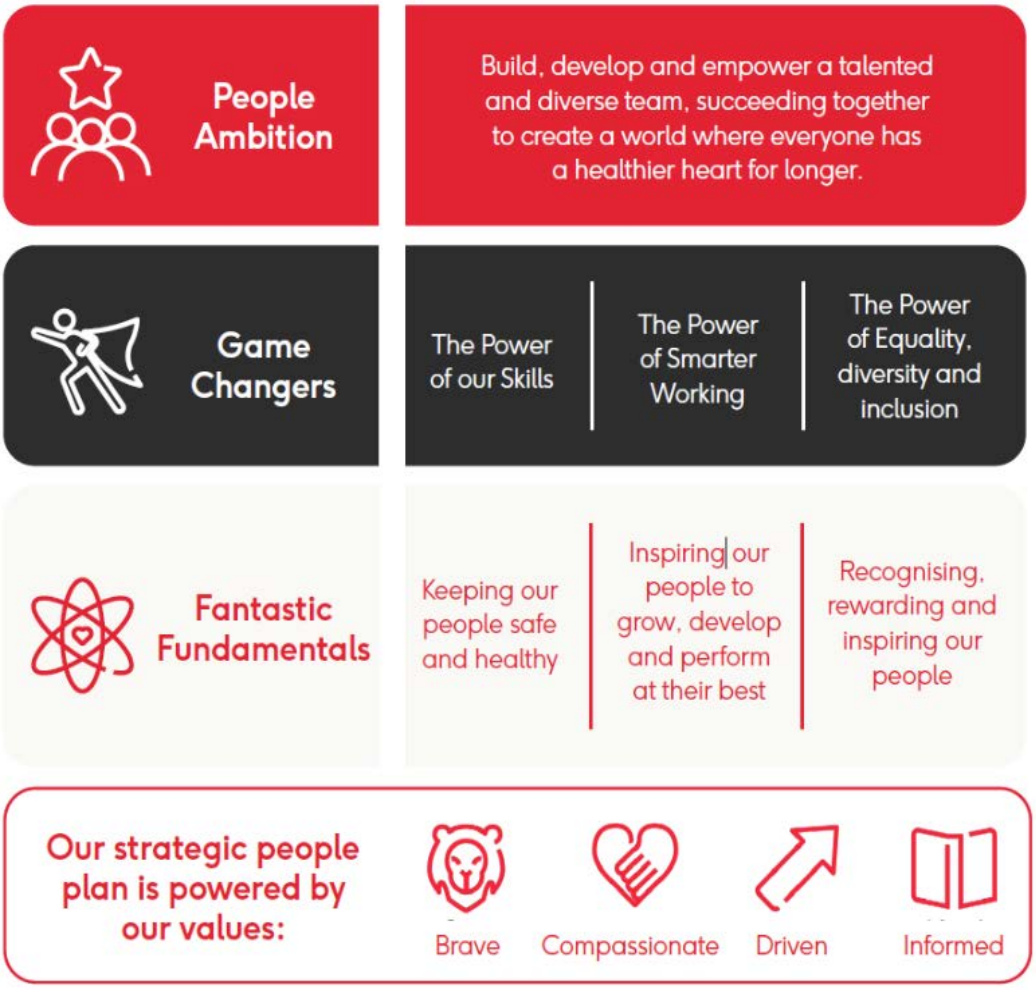
Our People Power

Our vision is a world where everyone has a healthier heart for longer, but we can't get there without our brilliant colleagues and volunteers.

At the heart of Our People Power sits our central people ambition, through which we will drive performance to further progress and accelerate BHF's lifesaving work, leveraging the unique talents and skills of our people.

We will power up our people to bring their best every day, providing a brilliant work experience, continuing to make BHF a great place to work. Through inspiring, empowering and enabling our people, whatever their role and background, we will collectively power towards our vision as a world where everyone has a healthier heart for longer.

To achieve our strategic aims, we need everyone pulling in the same direction. Our people ambition unites us all, bringing all our people (colleagues and volunteers) together to play their part in creating a world where everyone has a healthier heart for longer.



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 keeps millions of hearts beating.

Brave

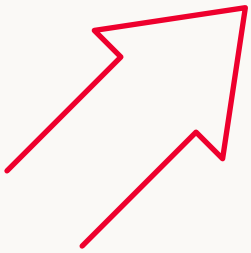
We speak out.
We're decisive.
We're innovative.

Compassionate

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

Informed

We're clear.
We're open minded.
We 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 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

British Heart Foundation

Job title	Mass Fundraising Acquisition Marketing Executive		
Directorate	Marketing, Fundraising and Engagement		
Team	Mass Fundraising Acquisition Marketing		
Reporting to	Mass Fundraising Acquisition Marketing Manager/Senior Executive		
Agility contract type	Blended (Home and office)	**No of direct reports**	0
Location	Dual Location – London Office (NW1 7AW) and Home		
Budget responsibility	N/A		
Job level	6	**Date**	Oct 26

Role Summary

This role will help deliver sector leading, inspirational and valuable multi-channel marketing campaigns that inspire new and potential supporters to support the charity as well as engaging and mobilising both individuals and communities to support of the British Heart Foundation's (BHF) strategy where everyone has a healthier heart for longer through fundraising and engagement.

This role will work on multiple campaigns across traditional Individual Giving products (Regular Giving and Lotteries) as well as Legacies and Events, supporting the development and management of the team's recruitment plans across a wide range of campaigns, marketing income-generating products and propositions.

This role will help to ensure they deliver against agreed marketing targets, financial and non-financial KPIs, whilst also supporting the team with campaign management, reporting and administration.

This role will put the customer at the heart, ensuring that they feel central to our work and achievements and are motivated to continue funding our research in the long-term.

Key responsibilities

British Heart Foundation

Marketing

- Support the Mass Acquisition Fundraising Marketing team with the planning, development and delivery of marketing campaigns for income-generating products and propositions to deliver against agreed financial and non-financial KPIs.
- Help to develop audience-focused, acquisition plans for a number of income-generating products and propositions to ensure they deliver against individual product/proposition targets.
- Work in partnership with teams such as the Product Delivery and Community team, supporting with coordination of marketing activity for your specific products and propositions.
- Project manage direct marketing campaigns in line with the business plan and budget. This will include all campaign stages from pre-campaign strategic input and campaign briefing, to overseeing agency design and the setup of backend procedures.
- Help to coordinate all marketing activity across any assigned products and propositions.
- Support with identifying insight and analysis opportunities for the continuous improvement of marketing and retention plans.
- Ensure the integration of all internal and external communications.
- Support with the optimisation of marketing activity using a mix of marketing methods - both online and offline.
- Reporting on results for live campaigns

Financial Management

- Input into the development of the department's monitoring and reporting framework and associated KPI's to ensure performance against budget is regularly and effectively analysed and reported.
- Day to day budget management of campaigns across a range of media such as TV, Radio, partnerships and digital.
- Complete monthly commentary reports and detailed end of campaign reports to ensure all salient information is captured and available to inform future activity.
- Support the development of individual detailed marketing plans (customer acquisition and retention), in response to brief, to meet agreed income and expenditure budgets and ROI.
- Help with regular income/expenditure tracking, to ensure marketing plans and KPIs are delivered within budget and to brief.
- Feed in necessary information to populate relevant dashboards and departmental reporting tools.

Key responsibilities

British Heart Foundation

Supporters, Relationships and Stakeholders

- Support the Mass Acquisition Fundraising Marketing team and wider Engagement teams with influencing how customers feel about and behave towards the BHF to unlock revenue and deliver against our mission objectives.
- Build powerful working relationships based on effective alignment with key stakeholders in the organisation.
- Place our customers at the heart of everything you do, championing and building world class experience and customer journeys.
- Make full use of our Customer Relationship Management system, OneCRM, to explore how existing processes can be improved to continue to deliver excellent supporter services.Work with stakeholders to ensure continuous improvement in ways of working to ensure maximum value for the customer and for the BHF.
- Work closely with others, including the Product Delivery teams, Community team, Customer Services Centre, and the Data team – among others – to ensure optimal experience for our customers to drive engagement, income and profitability.

Other

- Promote and represent the work of the charity, so that the cause is known and supported.
- Ensure all activities comply with appropriate legal requirements and with BHF policies and standards.
- Some UK travel including evening and weekend working from time to time.

Knowledge, training and qualifications

British Heart Foundation

- Fully able to effectively use IT including Microsoft Office and databases.
- An understanding of and empathy for BHF's cause and objectives.
- An understanding of different marketing channels

Experience

- Demonstrable experience of successfully designing and delivering marketing projects and/or programmes, ideally with a UK wide reach.
- Experience of developing and implementing marketing activity across different channels and audiences, including gathering and utilising supporter insight.
- Experience of delivering and/or coordinating customer journeys to engage and retain customers over the long-term.
- Experience of supporting the delivery of projects against financial budgets and monitoring, tracking, and reporting against targets.
- Experience of successfully coordinating external supplier relationships including print, creative and digital.
- Experience of building strong internal and external stakeholder relationships.
- Demonstrable experience of briefing and delivering effective materials and collateral on and offline.
- Some financial experience such as tracking expenditure and monitoring budgets
- A demonstrable track record of using these planning and coordination to effectively deliver projects.

Skills and attributes

British Heart Foundation

- Evidenced marketing skills and an understanding of different marketing methods are preferable but not essential.
- Excellent planning and coordination skills
- Highly numerate with strong analytic 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.
- Strong planning and prioritisation skills with an ability to identify optimisation and improvement opportunities and to focus activity to maximise success.
- Solution focused approach.
- Achievement orientated and resilient, you will be able to work effectively to deadlines.

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 and/or family details
- Personal financial information - including any of the following - donations, gifts, bank account, card numbers

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.

During your employment this role will not encounter any personal data. 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

British Heart Foundation

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

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