Candidate Pack

Role: Senior Marketing Executive – Local Marketing and Projects

British Heart Foundation

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Appointment of Senior Marketing Executive – Local Marketing and Projects

Dear Candidate,

Thank you for your interest in our role of Senior Marketing Executive – Local Marketing and Projects 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 Senior Marketing Executive, you'll deliver hands-on local marketing campaigns and in-store projects across the British Heart Foundation's retail estate, helping to drive footfall, sales, stock donations, volunteer recruitment and fundraising activity. Working closely with store managers and regional teams, you'll adapt national marketing plans for local audiences and ensure campaigns are delivered effectively, compliantly and with measurable impact.

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.

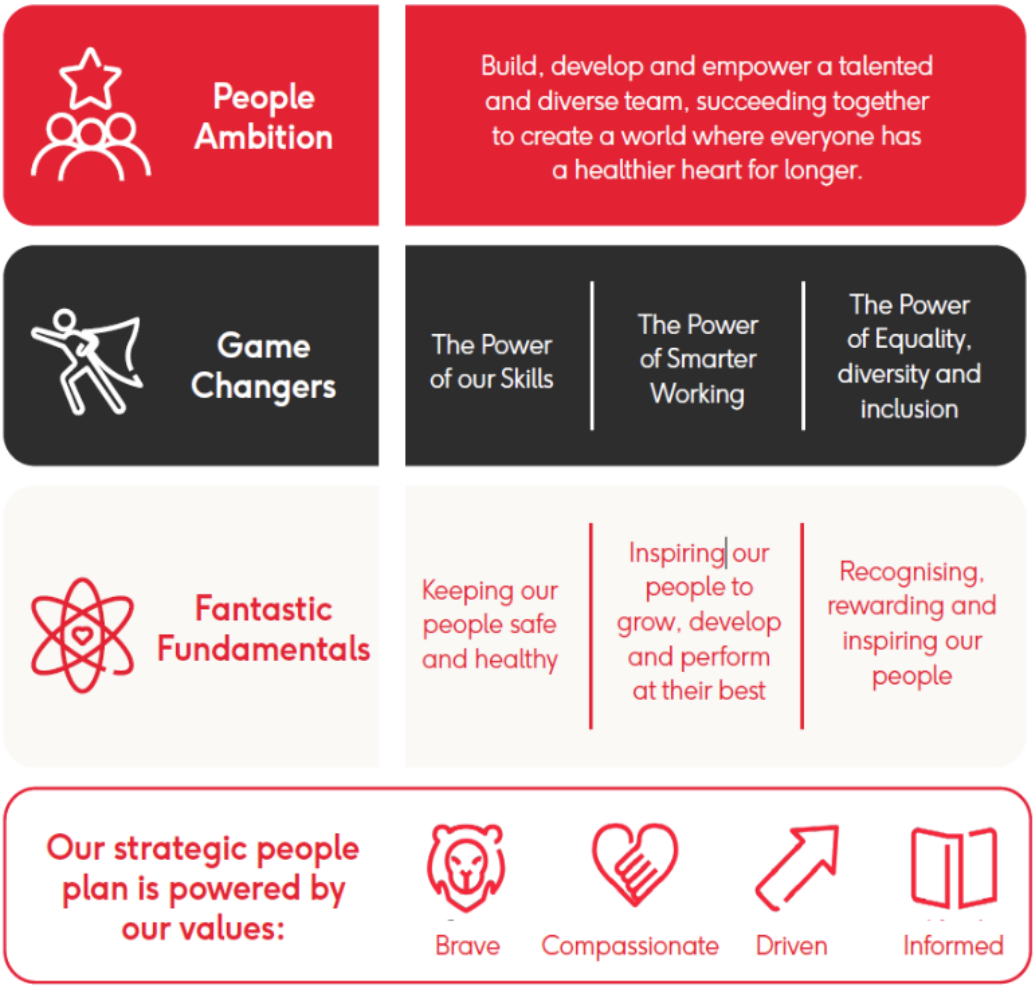
Our People Power

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

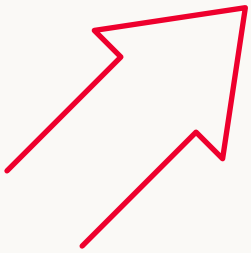
We speak out.
We're decisive.
We're innovative.

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	Senior Marketing Executive – Local Marketing and Projects		
Directorate	Marketing, Fundraising and Engagement		
Team	Retail Marketing		
Reporting to	Marketing Manager – Local Marketing and Projects		
Agility contract type	Blended (Home & Office)	**No of direct reports**	0
Location	Dual Location – London Office (NW1 7AW) and Home		
Budget responsibility	N/A		
Job level	5	**Date**	Sep 26

Role Summary

This role sits within the Retail and Commercial Marketing team and is responsible for the hands-on delivery of local marketing activity and ad-hoc in-store marketing projects for the British Heart Foundation's (BHF) retail estate.

The Marketing Executive will work closely with store managers and regional teams to deliver local, tactical marketing activity that supports shops to meet their objectives. This includes:

- Driving local footfall and sales
- Increasing stock donation in local communities
- Supporting volunteer recruitment
- Delivering ad hoc marketing projects such as trading requests, in-store fundraising activity. Including till-round and seasonal fundraising campaigns (e.g. Christmas, Heart Month)

Reporting to the Marketing Manager - Local Marketing and Projects, this role is accountable for executing high-quality local campaigns and projects, adapting national plans to local needs, and ensuring activity is delivered effectively, compliantly and with measurable impact.

This role requires regular travel across the UK to attend meetings, visit shops and stores, and collaborate with the wider team.

Key responsibilities

British Heart Foundation

Local marketing delivery
- Deliver local marketing activity for individual shops or store clusters, supporting store managers to activate within their local communities.
- Implement local campaigns aimed at driving footfall, stock donation, sales or volunteer recruitment, adapting activity to local context and opportunity.
- Support with social media and community tools and templates for shops and stores to activate.
- Support the localisation and rollout of marketing materials, toolkits and assets to stores.

In-store fundraising projects
- Lead the delivery of in-store fundraising marketing activity, including till-round and seasonal fundraising campaigns.
- Coordinate with Retail and Fundraising colleagues to ensure activity is launched on time and delivered consistently across stores.
- Track performance of in-store fundraising activity and share results and learning with the Marketing Manager.

Campaign execution and optimisation
- Manage the end-to-end delivery of assigned local campaigns and projects, from brief through to implementation and evaluation.
- Monitor performance against agreed objectives, identifying opportunities to optimise activity or improve delivery.
- Produce clear post-activity summaries capturing results, insights and recommendations.

Store, stakeholder and community engagement
- Act as a key day-to-day marketing contact for stores, supporting them with guidance, materials and campaign delivery. With regular travel and trips to stores across the UK (at least once a month)
- Work collaboratively with Retail Operations, Volunteering and Fundraising teams to ensure local activity is practical and effective.
- Support the identification and activation of local community opportunities, such as partnerships, events or local organisations.

Finance
- Responsible for the administration and monitoring of all budgets, including forecasting, phasing, monthly reconciliation, and reporting.
- Supporting the Marketing Manager on financial admin including the raising and tracking of purchase orders and reconciliation with invoices.

Ways of working and contribution
- Support consistent ways of working across local marketing and projects, following agreed processes and standards.
- Contribute ideas and insight to improve local marketing effectiveness and efficiency over time.
- Use available tools and templates (including AI tools where appropriate) to support faster and higher-quality delivery.
- Retail Marketing activity may be delivered flexibly across the team according to business priorities, capacity and expertise.

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.
- An understanding of marketing communications and campaign management.

Experience

Essential
- Experience delivering local or tactical marketing activity, ideally within retail, charity or consumer-facing organisations.
- Demonstrable experience coordinating marketing activity across multiple stakeholders or locations.
- Experience supporting campaign or project delivery from planning through to execution and evaluation.
- Experience working to commercial or fundraising objectives and KPIs.

Desirable
- Experience working with shops, stores or community-based environments.
- Experience working with digital and social platforms to drive community engagement.
- Experience supporting in-store fundraising or local activation activity.

Skills and attributes

British Heart Foundation

- Strong delivery and organisational skills, with the ability to manage multiple local activities at once.
- Commercially aware, with an understanding of how local marketing drives footfall, stock, fundraising and volunteering outcomes.
- Practical problem-solver, comfortable adapting plans to local realities.
- Confident communicator, able to work effectively with store managers and internal stakeholders.
- Attention to detail, ensuring campaigns are delivered accurately and compliantly.
- Proactive and enthusiastic, with a can-do approach to supporting stores and local teams.
- Collaborative and values-led, contributing positively to team culture and shared goals.

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 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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