Candidate Pack

Role: Product Manager

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

Belonging 11

Our People Power and values 14

Our benefits 16

Job description 17

How to apply 21

Appointment of Product Manager

Dear Candidate,

Thank you for your interest in our role of Product Manager 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 Product Manager, you'll use audience and market insights to develop and deliver compelling, customer-focused fundraising products, from iconic events such as the London to Brighton Bike Ride to virtual and third-party opportunities. You'll shape and optimise the portfolio, identifying opportunities for growth and continuous improvement to maximise return on investment and raise even more funds for our life-saving research.

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

Lifesaving research

Advance

Advance the scale, breadth and impact of cardiovascular research

At the heart of our strategy is continuing to fund the best minds and the brightest ideas to advance our understanding of all cardiovascular diseases and to develop the diagnostics, treatments and cures of the future.

However, the world is rapidly changing and we need to evolve our approach to make the biggest impact. We will expand the scope of our funding to capitalise on emerging opportunities in areas like artificial intelligence, data science and genomics. And we will strategically invest in areas of unmet need, to make transformational breakthroughs with the potential to save and improve countless lives.

Furthermore, while continuing to fund the very best discovery science, we will increase our focus on translating more of our discoveries into groundbreaking ways to prevent, diagnose and treat cardiovascular disease.

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 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 towards patient benefit.

Health and care

Transform

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

Funding cutting-edge research and innovation is the beating heart of BHF. But we need to turn the knowledge this research generates into improvements in care, into the information and support that helps people manage their conditions, and into transformational influencing campaigns that save and improve lives.

With our health systems in crisis and heart health inequalities widening, our work in these areas has never been more needed. In our strategy, we set out to reach more people with this vital work.

We will increase our investment in innovations that have the potential to transform heart care. We will make our health information and support available to millions more people when they need it most. And we will continue in our mission to create a Nation of Lifesavers, trained in CPR and able to access a defibrillator in the ultimate medical emergency.

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 the number 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 nations to prioritise tackling cardiovascular disease and reduce health inequalities.

Support and income

Inspire

Inspire more support and income to power lifesaving research

The scientific breakthroughs that have saved and improved countless lives over the last 60 years have been powered by the generosity of our incredible supporters, partners, volunteers and customers.

From taking on marathons in memory of a loved one, to donating their unwanted sofas, these remarkable acts of kindness fuel lifesaving progress. But the world is rapidly changing. And we need to evolve with it to raise the funds necessary to fuel our ambitions.

In our strategy, we commit to growing our fundraising income by building lifelong relationships with our supporters and building partnerships with high-value philanthropic donors and corporate organisations who share our passion for supporting lifesaving discoveries.

Furthermore, we will strengthen our position as the UK's leading charity retailer, both online and in people's communities.

Our objectives:

- Raise the profile of cardiovascular disease as the world's biggest killer.
- Grow our fundraising income by expanding 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 our impact

Accelerate

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

Over the last 60 years, we've made incredible progress. But we know we can go faster and make an even bigger impact. Three priorities will give us the tools to accelerate progress in every area of our work.

Our brilliant team of colleagues and volunteers will continue to be the heartbeat of what we do. But we will harness the power of our people, by increasing the diversity of our workforce and investing in the skills to make us fit for the future.

We will seek to utilise cutting-edge technologies to enhance the efficiency and impact of everything we do – from the the life-changing research we fund to the personalised experiences we offer our generous supporters.

And we will continue to commit to being an agile, well-governed and financially sustainable charity – making the best use of every pound entrusted to us.

Our objectives:

- Build, develop and empower a talented and diverse team to deliver BHF's mission.
- Transform our technology foundations, harnessing data and AI to significantly improve our security, income, customer focus and impact.
- 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.
- Create a culture of excellence where we consistently look for ways to learn, innovate and continuously improve.

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.

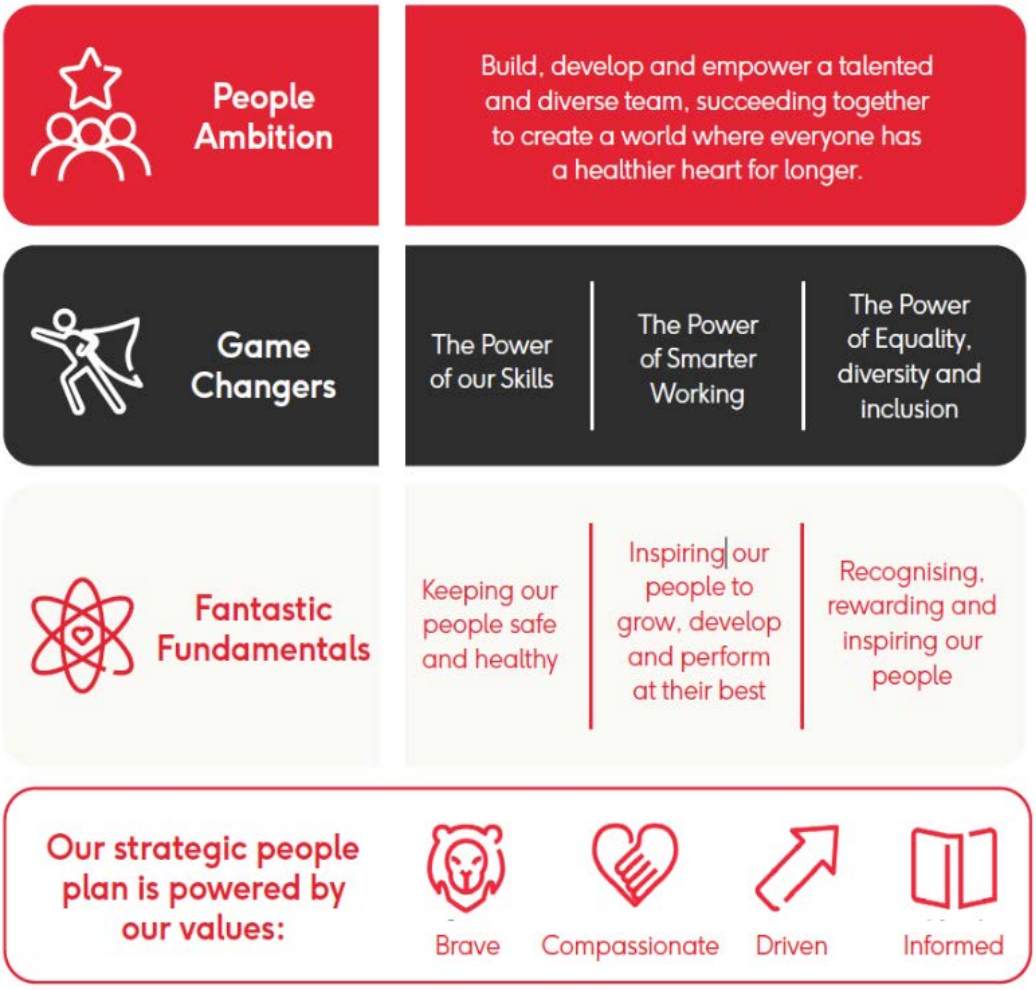
Our People Power

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

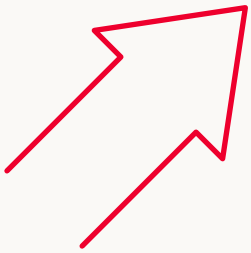
We speak out.
We're decisive.
We're innovative.

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	Product Manager		
Directorate	Marketing, Fundraising and Engagement		
Team	Product Delivery		
Reporting to	Senior Product Delivery Manager		
Agility contract type	Blended (Home and office)	**No of direct reports**	1- 2
Location	Dual Location – London Office (NW1 7AW) and Home		
Budget responsibility	TBC		
Job level	5	**Date**	Oct 26

Role Summary

Products and propositions that engage and mobilise individuals to fundraise form a key component of the British Heart Foundation (BHF)'s strategy. In the Product Delivery team, these currently comprise a dynamic mix of products that include 3rd party-provided activities such as the TCS London Marathon as well as our BHF-owned portfolio that includes the iconic London to Brighton Bike ride and a variety of virtual/hybrid opportunities.

This role brings together audience and market insights to develop and deliver compelling, customer-centric products. The role is responsible for identifying continuous improvement opportunities and plans to grow the profitability of products and propositions to fund even more of our life-saving research.

The role holder will work closely with the senior manager to strategically develop both the portfolio and individual priority products over the long-term. As part of this, they will consider optimisation as well as the product life cycle, planning exit strategies and new product development to maximise ROI across the programme.

Effective collaboration with other expert functions across the organisation is key to ensure that activity is well planned, and project managed to meet/exceed financial and non-financial targets. With responsibility for the development and end-to-end delivery of the products in the portfolio, the role covers the breadth of the journey from planning, marketing, the online journey, stewardship through to the on-the-day experience and evaluation.

Key responsibilities

British Heart Foundation

Planning and project management

- Using insights and analysis, develop and evolve products to achieve net income growth in line with the Product Delivery strategy. Be responsive and proactive, making recommendations to optimise or stop as necessary
- Work with the Senior Manager to strategically develop and innovate the product portfolio
- Lead insight-led evaluations of product and proposition performance reporting against success metrics and making evidence-supported recommendations
- Be accountable for the successful end to end project management of products, ensuring productive planning and collaboration with key internal stakeholders
- In collaboration with relevant internal stakeholders, plan and deliver excellent supporter journeys and stewardship, monitoring impact and success against agreed metrics including retention and value
- Build effective internal relationships for successful collaboration across other expert functions
- Share learnings, insights, and best practise across the Product Delivery team to identify opportunities for improvements and optimisation across the portfolio
- Collaborate with Marketing colleagues to plan and deliver integrated multi-channel acquisition campaigns

Budgeting and financial management

- Drive and deliver the commercial performance of products and propositions, so they meet both short and long-term net income targets
- In line with the Product Delivery strategy and long-term forecasts, work with the Senior Manager to develop income and expenditure budgets for products to deliver required net income
- Monitor and report on the financial performance and agreed KPIs of products and propositions, making recommendations for contingency action to meet targets and reforecasting as necessary
- Contribute to accurate completion of budgets, forecasts and plans as per the BHF's financial planning cycle

Insight and analysis

- Ensure all recommendations and decisions are data and insight driven, with the supporter at its heart
- Work closely with the Customer Insight Analysis and Finance teams to gather and interpret key financial and performance metrics to inform portfolio management decisions, financial planning, and contingency measures
- Brief and collaborate with other BHF teams to ensure they have sufficient market, audience, and competitor insight to deliver their part as key project stakeholders
- Work closely with the Strategy and Planning and Innovation and Product Development functions to gather and interpret key market, audience, and competitor insight to inform continuous improvement and product development plans
- Take a proactive role in horizon scanning, to ensure we are informed on upcoming trends and behaviours that we should be responding to in the near/mid term

Key responsibilities

British Heart Foundation

Management and leadership

- Work as part of the Product Delivery management team to contribute to and deliver the function's growth strategy
- As part of the Product Delivery management team, encourage collaboration within the team and throughout the BHF, discouraging silo working
- Take personal responsibility for being an active member of the BHF, building relationships and keeping abreast of priority activity
- Deliver line management duties including regular 121s and appraisals that prioritise and enable personal development

General

- Build a network of relationships across the sector to ensure BHF products and practises are competitive in the market
- Attend events in the evenings and at weekends where necessary
- Always represent the BHF positively, 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 Head of Product Delivery and other senior leaders

Knowledge, training and qualifications

British Heart Foundation

- Solid understanding and knowledge of a broad range of innovative fundraising activities and events methods and principles
- Knowledge of new and emerging technologies and trends in the events fundraising space
- An understanding of marketing techniques, especially digital marketing

Experience

- Strong project-management experience – ability to deliver against objectives and to be agile and responsive to both internal and external factors
- Experience of managing and delivering mass participation, digital and physical events, and activities, preferably within a fundraising capacity
- Experience of working with a wide variety of stakeholder groups, both internal and external
- Experience of collaborating to develop and deliver multi-channel marketing campaigns
- Experience of building and delivering complex multi-channel stewardship journeys
- Previous line management experience (desirable, but not essential)

Skills and attributes

British Heart Foundation

- Outstanding written and verbal communication
- Able to deliver autonomously and in collaboration with others
- Ability to interpret customer, market and financial data and insight to inform recommendations across all areas including product development and stewardship journeys, driving long term growth
- Driven and passionate, seen as an enabler across the business
- A strategic thinker, able to make insight-informed recommendations
- Strong project management skills
- Analytical with the ability to interpret, evaluate and present results
- Excellent organisational skills, able to prioritise and manage a busy workload
- Strong interpersonal skills with the ability to develop and build strong relationships with people internally and externally for effective collaboration
- Ability to evaluate performance and success and make future recommendations
- Excellent team player, able to work as part of a cross-function team to deliver shared goals
- Strong IT skills including a high degree of competence using Microsoft Office

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.

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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