

Candidate Pack

Role: Marketing Manager - Local Marketing and Projects

British Heart Foundation

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Appointment of Marketing Manager - Local Marketing and Projects

Dear Candidate,

Thank you for your interest in our role of Marketing Manager - 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.

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 our Marketing Manager - Local Marketing and Projects, you'll shape how we connect with local communities, leading marketing activity that helps our shops increase footfall and sales, generate stock donations and attract volunteers. You'll set the direction for local marketing and in-store projects, working collaboratively across BHF to turn insight and local opportunities into effective campaigns that support our retail and fundraising ambitions.

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:

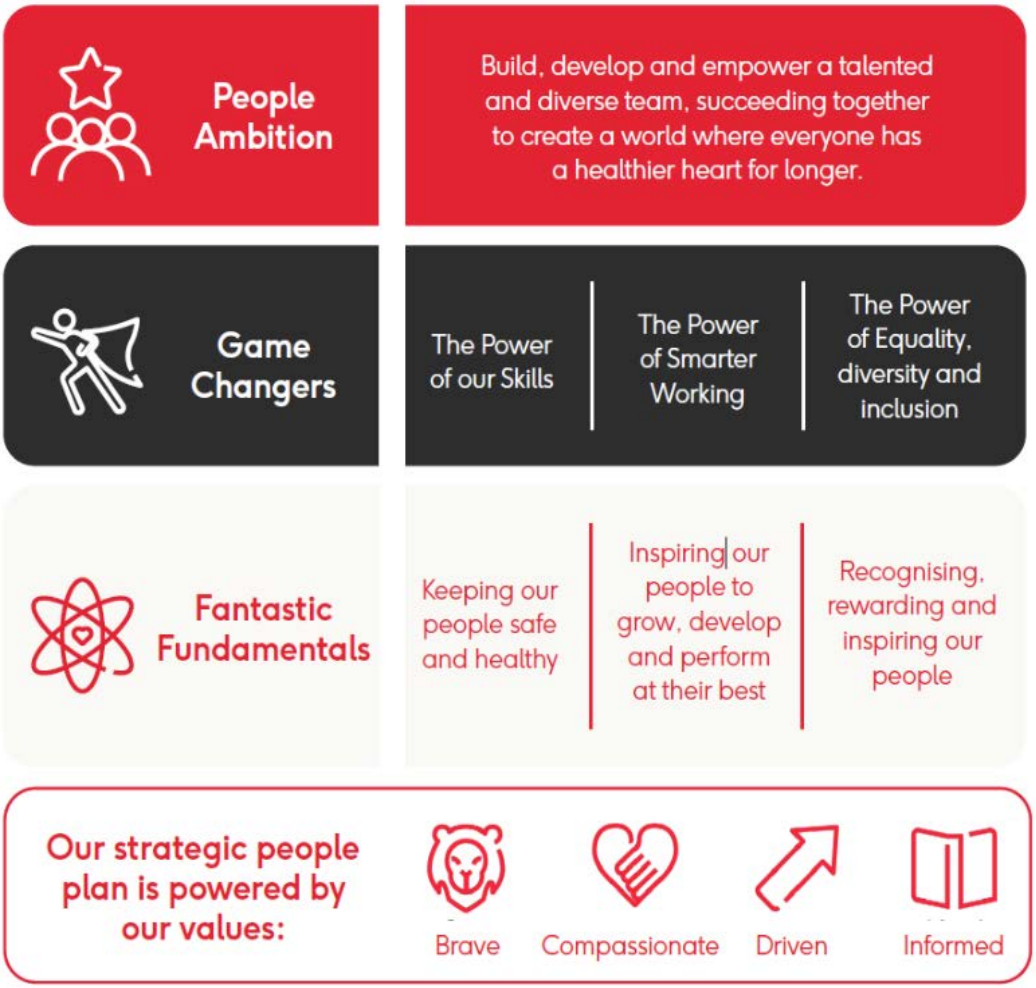
- Build, develop and empower a talented and diverse team to deliver BHF's mission.
- Lead the charity sector in creating a sustainable, fair and well-governed BHF with equality, diversity and inclusion at the centre of everything we do.
- Transform our technology foundations, harnessing data and AI to 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

Job title	Marketing Manager - Local Marketing and Projects		
Directorate	Marketing, Fundraising and Engagement		
Team	Retail Marketing		
Reporting to	Head of Retail Marketing		
Agility contract type	Blended (Home and office)	**No of direct reports**	1
Location	Dual Location -Home & London Office (NW1 7AW)		
Budget responsibility	TBC		
Job level	4	**Date**	Apri 2026

Role summary

This role sits within the Retail a Marketing team and is responsible for leading and owning the local marketing and in-store projects strategy for the British Heart Foundation's (BHF) retail estate.
The Marketing Manager will have accountability for developing, delivering and optimising local, tactical marketing activity that supports individual shops and store clusters to meet their objectives.
This includes:

- Driving local footfall and sales
- Increasing stock donation in local communities
- Acquiring and retaining volunteers
- Ad hoc marketing projects. For example, Trading initiated requirements (outside of Stock or shopper) delivering in-store fundraising projects, including regular till-round and seasonal fundraising campaigns (e.g. Christmas, Heart Month)

From setting strategic direction and defining priorities, through to overseeing delivery and optimisation, this role will ensure local marketing and projects are treated as a core commercial and fundraising driver, closely aligned to store needs, community opportunity and national priorities.

The postholder will work in close partnership with Retail Operations, Volunteering, Fundraising, Shopper and Stock marketing teams, and will line manage a Senior Marketing Executive - Local Marketing & Projects, providing clear direction, coaching and performance oversight.
This role also plays a leadership role within the Retail Marketing team, shaping ways of working and ensuring local activity is effective, efficient and insight led.

Key responsibilities

British Heart Foundation

Local marketing strategy and ownership
- Own the local marketing and projects strategy for retail, ensuring activity is responsive to store needs while aligned to wider commercial and brand priorities.
- Translate local objectives (footfall, sales, stock donation, volunteer recruitment and in-store fundraising income) into clear marketing priorities, plans and KPIs, optimising activity to drive continuous improvement.
- Act as the central point of accountability for local marketing performance, proactively identifying risks, opportunities and trade-offs.

Local campaign and project leadership
- Lead the development and oversight of local tactical marketing campaigns, supporting store managers and regions to activate effectively within their communities.
- Own the marketing approach for in-store fundraising projects, including till-round activity, ensuring clear objectives, consistent delivery and optimisation of income performance.
- Responsible for providing tools, templates and a high-level approach for local marketing to be executed locally (i.e. shop/store level execution), to include social media and community engagement channels.
- Ensure local campaigns and projects are delivered on time, within budget, and to brand and compliance standards.

Campaign planning, optimisation and learning
- Set clear briefs for local campaigns and in-store projects, grounded in insight, store context and commercial outcomes.
- Oversee performance throughout delivery, ensuring optimisation in flight and structured post-activity evaluation.
- Ensure learning from local activity and projects is captured and shared, feeding into future planning and national activity where appropriate.

Insight, data and community opportunity
- Work with Insight and Data teams to ensure local marketing decisions are evidence-led, using performance data and local intelligence to refine approaches.
- Identify opportunities to better leverage community partnerships, local organisations and events to support stock donation, footfall, volunteering and fundraising.
- Champion test-and-learn approaches to improve the effectiveness of local marketing and projects over time.

Key responsibilities

Stakeholder and agency leadership

- Act as the marketing partner for Retail Operations, Volunteering and Fundraising teams on local marketing and in-store projects. With regular travel & trips to stores across the UK (at least once a month)
- Work closely with shopper and stock marketing teams to ensure local activity complements national campaigns.
- Lead relationships with agencies or suppliers supporting local activity, ensuring delivery is value-driven and fit for purpose.

Line management and leadership

- Line manage the Senior Marketing Executive - Local Marketing & Projects, setting clear objectives, providing regular 1:1s, coaching and performance feedback.
- Clearly differentiate responsibilities, retaining strategic ownership while empowering the Senior Marketing Executive to lead delivery and execution.
- Play an active role within the Retail and Commercial Marketing team, contributing to planning prioritisation and capability development, and deputising where required.

Financial management

- Own and manage the local marketing and projects budget, including forecasting, monitoring spend and variance reporting.

Knowledge, training and qualifications

- Extensive knowledge of engaging communities to drive action
- Extensive working knowledge of retail footfall driving, local and brand marketing
- Knowledge of digital marketing including search, paid social media, organic social media and email marketing.
- Detailed understanding of multi-channel marketing including media, email, talent and paid activity
- Understanding of insight, data analysis, creative development, planning & evaluation
- Understanding of online web journeys and of optimising journeys
- Knowledge and understanding of retail operations and communications (desirable, not essential)

Experience

- Proven experience owning and leading local, tactical or retail marketing activity that delivers measurable commercial or fundraising outcomes.
- Demonstrable experience supporting multi-site environments, adapting marketing activity to local needs.
- Experience managing campaigns or projects end-to-end, from planning through to delivery, optimisation and evaluation.
- Proven line management experience, including objective setting, performance management and development.
- Strong experience managing marketing budgets and ensuring value for money.
- Experience working with multiple stakeholders across retail, fundraising or operations functions.

Skills and attributes

- Strong commercial and fundraising mindset, with the ability to balance local flexibility with national consistency.
- Confident leader and decision maker, comfortable taking ownership of outcomes and trade-offs.
- Highly organised, with strong project and delivery management skills.
- Analytical, able to interpret performance data and translate insight into practical actions.
- Excellent stakeholder management skills, able to influence, align and support store-level teams.
- Clear, confident communicator, with strong written and verbal skills.Pragmatic, solutions-focused and resilient in a fast-paced retail environment.
- Collaborative and values-led, contributing positively to team culture and shared success.

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

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