



We're looking for a Fundraising and Marketing Officer to join our team

Salary: £31,159

Base: Central Edinburgh/hybrid

Hours: Full time and fixed term – Start date ASAP, approximate end date will be November 2025. Working 35 hours a week over core working hours of 10am - 3pm, Monday to Friday, with a one-hour lunch break. The office is open 8am – 6pm daily and our hybrid working policy requires all full-time employees to work at least two days a week in the Edinburgh office.

Benefits: 10% employer pension contribution; employee assistance programme and counselling service; enhanced maternity/paternity/adoption pay; enhanced sick pay; 31 days' paid holiday/year plus four paid winter public holidays; 2-weeks fully remote working/year; three paid carer days/year; death in service benefit; cycle to work and travel season ticket schemes.

To support the Team's work-life balance, we work a nine-day fortnight where the charity is closed every second Friday.

Who are we?

At Worldwide Cancer Research, we start new cures. Cancer is still one of the leading causes of death worldwide, but cutting-edge science can give us hope. Discovery research seeks to uncover new knowledge that could change the way we think about cancer. It reveals new ways to prevent, diagnose, and treat cancer that can save lives.

We actively seek unconventional and imaginative ideas from scientists at all stages of their career, across the globe. In some cases, we are the only organisation that will fund a scientist's idea. We take an unbiased approach to research funding by focusing on supporting only the best ideas for new cures. By having a diverse research portfolio, we increase our chances of finding breakthroughs.

Our vision is of a day when no life is cut short by cancer, and we believe we can achieve this by starting the life-saving advances of the future by sowing the seeds of discoveries. Anyone that helps bring

forward breakthroughs – including our staff, our supporters, and the researchers we fund – is a Curestarter.

As a charity, we are committed to opportunity without barriers, and we are striving to seek, value and learn from different perspectives and experiences. We want Worldwide Cancer Research to be an inclusive organisation – where everyone can be themselves and feel valued – as diverse as the scientific community we fund and the families whose lives we impact.

We are committed to ensuring that we provide equal opportunities to every applicant regardless of age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. We aim to ensure that our recruitment process is unbiased and that everyone is treated equitably. In support of this, we have pledged to ‘Show the Salary’ for our roles and we are registered as a Disability Confident Committed Employer - because our team members are at the heart of everything we do to start new cancer cures around the world.

To help start new cancer cures and save lives, we are looking for a Fundraising and Marketing Officer to join the busy Fundraising and Philanthropy team at Worldwide Cancer Research, to help the charity run its multi-million-pound funding programme for discovery cancer research.

About the Fundraising and Marketing Officer role and why we need you

Individual Giving comprises the largest income stream for the charity, presently raising around £7.8 million each income year, and the Individual Giving team is looking for an officer specialising in Direct Marketing and Lottery on a fixed term contract. The role will have responsibility for delivering the Prize Draw and Prize-led Giving strategy.

Your priority will be the delivery of an agreed income target from supporters, ensuring their on-going loyalty to Worldwide Cancer Research. Working closely with your team, you will have the opportunity to deliver the Charity’s Individual Giving strategy; your key focus will be on the delivery and transformation of the Prize Draw and Lottery programmes, with some additional responsibilities for other income streams. Direct Marketing is at the core of these income streams so expertise in this area is preferred.

This role offers the chance for professional development in an area vital to the charity’s ambition to increase its funding of discovery research around the world. As a Fundraising and Marketing Officer at Worldwide Cancer Research, you will have the opportunity to demonstrate all the charity’s values every

day, while making an important contribution to a dynamic team and being a role model for the charity and its mission.

How do I apply?

- **Please email your CV with your cover letter** to: recruitment@worldwidecancerresearch.org
- You will find the full **job profile** and our **benefits** on [Worldwide Cancer Research careers](#)
- **Closing date is 19 August 2024, 12 noon.**
- **Interviews will be held w/c 2 September 2025**- we will contact all applicants as soon as possible after shortlisting for interview.
- We are a disability confident committed employer - please contact Paula Cahill, our HR Manager, if you have any questions about our recruitment process, accessibility and adjustments to support you: paulac@worldwidecancerresearch.org
- Please note your cover letter will be key to the success of your application and applications without cover letters may not be considered.
- Please tell us where you first saw this job advertised.



Additional information

Award Worldwide Cancer Research is a team of around 50 and we run an annual Employee Engagement Survey; in 2023 we achieved a 98% positive response to 'I would recommend Worldwide Cancer Research as a good place to work'.



Privacy We will hold your application data on file for six months after the end of the recruitment round, after which your data is deleted or destroyed. Please view our [Recruitment Privacy notice](#).

Thank you for your interest in our work.

Post: Fundraising and Marketing Officer

Responsible to: Individual Giving Manager

Key contacts/relationships:

Internal - Director of Marketing & Fundraising, Head of Fundraising & Philanthropy, and the Fundraising and Philanthropy, Brand and Communications, Marketing and Supporter Care, CRM, and Research teams.

External - Face-to-face fundraising, direct marketing, telephone marketing, and media buying agencies, external Lottery Manager and creative agencies.

Purpose

To deliver an agreed income target from supporters and to ensure their on-going support for Worldwide Cancer Research.

Part of the individual Giving team, this role is responsible for executing the charity's Individual Giving strategy; with a central focus on Direct Marketing, the Prize Draw and Lottery, plus some responsibilities for regular giving and other income streams.

Individual Giving comprises the largest income stream for the charity, raising over £7.8m income each year; Curestarter acquisition plays a key part in delivering the organisation's mission to grow our research funding year-on-year and is integral to this role.

Working closely with the Individual Giving Manager and the Individual Giving Officer, to:

- Drive supporter acquisition to grow the existing base of Curestarters in a sustainable way, with a focus on direct mail, digital marketing, and multi-platform campaigns.
- Develop the charity Prize Draw programme via growth of its existing base of circa 45,000 Curestarters.
- Manage the Lottery programme and generate a positive net income from this income stream.
- Develop tactics for supporter conversion, retention and development.
- Generate long-term, sustainable income that allows the charity to fulfil its charitable purpose through data-driven decisions.
- Deliver supporter journeys that inspire long-term engagement and transform supporters into loyal ambassadors for Worldwide Cancer Research.

Key responsibilities/accountabilities:

- Execute our Individual Giving strategy in line with the Worldwide Cancer Research Fundraising strategy and 10-year vision.
- Support delivery of multi-channel operating plans across individual giving projects.
- Produce project updates and impact reports.
- Working in partnership with the Brand team, and wider Marketing & Fundraising team, develop creative marketing collateral that delivers the charity's key messages.

- Working in partnership with the Supporter Care team, deliver effective supporter relationships and journeys, and increase retention through enhanced supporter loyalty.
- Working with the wider Fundraising & Philanthropy team on conversion tactics, enhance other income streams, and drive sustainable growth.
- Record all activity, correspondence and information gathered on Salesforce.
- Ensure all dashboards are accurate for the Senior Management Team (SMT) and prepare reports as and when required.
- Identify and attend networking events to generate new opportunities.
- Keep up to date with current fundraising and marketing innovation, trends and legislation, and adapt the approach when required.
- Ensure all activity is compliant with relevant data protection legislation, including Gambling regulations in the UK, and in line with organisational information governance policies.
- Undertake any other duties as required.

Generic information for all roles

- The responsibilities described within the job description are not intended as exclusive or exhaustive. They are to highlight the major tasks and duties of the role and the post holder may be required to undertake other duties that are consistent with the overall purpose of the role.
- It is expected that every job description will be subject to a regular review. In addition, posts may be reviewed where there is a change in the requirements of the charity.
- Attend regular team training as required.
- Every member of staff is expected to be a role model to others within the charity and those they encounter in the course of their duties, upholding the charity's values.

Person specification:

Requirements	Essential	Desirable
Educational attainment	Relevant training or qualifications related to individual giving or prepared to work towards these.	Individual Membership with the Institute of Fundraising, or equivalent marketing or direct marketing body. Degree-level qualification, or equivalent work experience,

		<p>in fundraising, marketing or business management.</p> <p>Certificate in Fundraising Management.</p>
Experience required	<p>Individual Giving fundraising or related marketing discipline.</p> <p>Implementing a multi-channel calendar of fundraising campaigns.</p> <p>Delivering fundraising activity across multiple disciplines; direct mail, telephone and digital.</p> <p>Knowledge of legislation and guidelines relating to charity fundraising; Gift Aid, fundraising codes of practice and data protection.</p>	<p>Project management – working on several projects at one time with multiple priorities.</p> <p>Supplier management; print, creative, data services and telemarketing.</p> <p>Delivering against set income objectives and targets.</p> <p>Knowledge of Gambling regulations.</p>
IT experience	<p>Microsoft Office, including Word, Outlook and Excel.</p> <p>Working with a supporter or customer database to research and deliver fundraising campaigns.</p>	
Skills and aptitudes required	<p>Excellent communication skills - both spoken and written - able to communicate effectively with colleagues, supporters, and external agencies.</p> <p>Ability to make a positive impression of the charity's values, purpose and achievements in order to encourage new partnerships.</p> <p>Proficient in meeting deadlines and remaining calm under pressure.</p> <p>Strong numeracy skills, particularly to assess campaign performance, monitor costs, and assess key performance indicators (KPIs).</p> <p>Excellent analytical skills, particularly to identify, question and interpret campaign performance.</p> <p>Aptitude for learning new IT systems.</p> <p>Integrity, empathy, confidentiality and reliability.</p>	

Interests	Charity work. Professional learning and development.	Appreciation of discovery cancer research. Knowledge of Worldwide Cancer Research. Third sector networking
Other requirements	Willingness to understand the vision, mission and strategy of Worldwide Cancer Research. Commitment to attend training courses to update knowledge and skills. Commitment to diversity and inclusion. Willingness to demonstrate the charity's values. Occasional travel throughout the UK if required for meetings/key events.	