Marie Curie

Job Description

Job title	**Senior Email Marketing Executive**
Department	Marketing
Location	London
Reports to	Email Marketing Manager

Role Purpose

Marie Curie, one of the UK's largest charities, is devoted to providing high quality end of life care for people with all terminal illnesses. We care for people who die at home and at our nine specialist hospices. We also conduct research in end of life care.

Central to Marie Curie's on-going strategy is the development of its multichannel marketing strategy and capabilities to ensure the effective integration of digital channels and touchpoints in all acquisition, retention and brand marketing activity, to deliver tangible business benefits.

As well as supporting commercial fundraising activity, the Email Marketing team also play a central role in delivering relevant and targeted campaigns to all Marie Curie audiences – supporters, carers and influencers. The Email Marketing team form part of the wider Marketing team within the Charity.

The Senior Email Marketing Executive will work closely with the Email Marketing Manager in the development, delivery and on-going optimisation of the Charity's ECRM activity, including email and SMS marketing. The role will involve working closely with in house teams and fundraising colleagues as well as external suppliers, and will encompass all elements of campaign planning, execution, build and optimisation.

Role duties

- **Lead the day-to-day delivery of the Charity's email schedule:** work closely with the Email Marketing Manager and key stakeholders to plan email delivery schedule across the charity's diverse campaigns.
- **ECRM Strategy**: work with Email Marketing Manager in creating and implementing a charity-wide ECRM strategy.
- **Lead on email element of all charity campaigns and products**: sit on the Project Team for key campaigns/products and work closely with Product Owner to create and deliver an email plan.
- **Email creative and content development:** work with the Creative Services and Digital teams to develop creative and content briefs for emails, developing and optimising templates, ensuring effective QA and testing procedures are in place, and working to optimise the end to end delivery process.
- **ESP implementation**: support Email Marketing Manager in the process of implementing a new Email Service Provider and help to manage the transition from current provider(s) to the new one.

- **Lead the email training programme**: take responsibility for organisation-wide email training and create documentation to standardise the training that colleagues receive.
- **Manage performance reporting and analysis:** produce reports and share analysis with key stakeholders around campaign performance and use these to formulate recommendations and optimisation.
- **Manage charity-wide testing schedule:** develop and implement a testing programme and use learnings to make recommendations and inform an ongoing optimisation plan.

Detailed duties and responsibilities:

- Lead on the email creative process from planning and concept formulation through to design, build and evaluation and become a guardian of the Marie Curie brand.
- Work with the Email Marketing Manager and key stakeholders to devise email targets and KPI's for each campaign.
- Develop ideas, plans and strategies that leverage all available technologies and data to enhance and improve email campaigns.
- Keep up to date with the latest developments in email marketing and design techniques and recommend ways to improve the charity's email creative and campaigns.
- Update and maintain email comms planners and reports and socialise with key stakeholders where necessary.
- Work with Communications and Fundraising teams to ensure the development of integrated campaign schedules, fully leveraging all appropriate content in the email channel to support the achievement of reach, engagement and commercial objectives.
- Work with the Email Service Provider, building a good working knowledge of the system and how to use and test in the environment.
- Support Fundraising colleagues and the DBS Team in determining the right audiences to send the right communications.
- Work with data teams to ensure the data selection process is managed as part of any campaign.
- Work with regional fundraising and caring services teams to understand and influence their use of email to engage with supporters.

Key relationships

- Communications Directorate (including Marketing, Media, Public Relations & Campaigns, Creative Services and Digital)
- Fundraising (National and Regional)
- Fundraising operations
- All departments with ECRM requirements
- External agencies, ESPs and suppliers

General

In addition to the specific duties and responsibilities outlined in this job description, all Marie Curie employees should be aware of their specific responsibilities towards the following:

- Marie Curie operates a no-smoking policy. The post holder should either be a non-smoker or be prepared not to smoke in **any** Charity premises, grounds or vehicles or when on Marie Curie business outside the office.
- Adhere to all health and safety and fire regulations and to co-operate with the Charity in maintaining good standards of health and safety.

- Uphold ethical and professional standards and not behave in a manner that is likely to bring the Charity into disrepute.
- Promote and sustain a responsible attitude towards equal opportunities and diversity within the Charity.
- Demonstrate a commitment to on-going registration requirements or any national professional or occupational standards associated with the role.
- Demonstrate a commitment to on-going learning and development and to participate in any training relevant to the role.
- For designated roles, the post holder will be responsible for health & safety, business continuity planning and/or risk management. (These responsibilities will be notified on appointment).

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

Marie Curie Cancer Care
Person description

Job title   **Senior Email Marketing Executive**
Job reference   N/A

Criteria	Essential	Desirable	How assessed
Skills/ Abilities	- Strong HTML coding skills - Good interpersonal skills - Creative appreciation - Strong briefing and co-ordination skills - Good Microsoft Office skills - Excellent written and verbal communication skills - Able to analyse and interpret marketing data - Worked with ESPs and / or Marketing Automation platforms - Team player	- Intermediate HTML coding (highly desirable) - Photoshop (highly desirable)	CV/ Interview LinkedIn profile & recommendations
Knowledge	- Email marketing best practice - Email platforms, content and delivery systems - Email optimisation for multiple devices - Planning and optimising email content - Technical appreciation of email interface development	- Wider digital marketing expertise	CV/ Interview LinkedIn Recommendations
Qualifications, training and education	- Educated to degree level (ideally in marketing, digital or related subject) or minimum of 2 years' experience in a similar role	- IDM/CIM certificate or diploma in related field	CV/ Interview LinkedIn profile
Experience	- Can demonstrate experience of key abilities detailed above in a work environment - Has worked with ESP/automation platforms - Has experience of delivering successful email marketing campaigns	- Using automation software, specifically Adobe Campaign	CV/ Interview LinkedIn profile Project / campaign case studies