

JOB DESCRIPTION

Assistant Marketing Manager



Organisation name: Cancer Research UK

Job title: Assistant Marketing Manager

Reports to: Marketing Manager

Role responsibility

We are the world's largest independent cancer research charity, working to prevent, diagnose and treat cancer more effectively. From research to retail, all of our team are united by the same aim to see 3 in 4 people survive cancer by 2034.

As part of our Retail Marketing Team, you will help to develop and redefine Cancer Research UK's retail identity across 590 charity shops. In particular, we want to improve our communication with a younger audience. With opportunities to learn, develop and collaborate with people across the organisation, you'll be making a real difference to the lives of others.

Role duties

- Implement integrated marketing campaigns to increase footfall and stock donations.
- Contribute towards a new campaign to recruit more volunteers.
- Create and deliver a comprehensive communications plan.
- Write copy and design promotional and event materials.
- Carry out public relations activities to raise the profile of the organisation's services.
- Identify opportunities to align our marketing aims with community focused events.
- Continuously look to improve and innovate our campaigns.
- Negotiate and liaise with key partners and stakeholders.
- Complete administrative tasks such as gathering data and preparing reports.

Qualifications and skills

- A degree in Marketing or a related subject.
- Demonstrate enthusiasm and understanding of the principles and practice of marketing communications.
- Organised with an ability to prioritise.
- Works well in a fast-paced environment and can adapt to changing demands.
- Innovative and open-minded.
- Excellent communication skills, both written and spoken.
- Strong interpersonal skills that mean you can win people over.

This job description is a case study only. It should not be considered as an accurate description of a live role within the named organisation.