



## **CoppaFeel!**

### **Job Description**

#### **Marketing Manager**

**Salary: £40,000**

**Full time/37.5 hours**

**Start date: May 2024**

**Location: Boob HQ, London (hybrid working)**

### **About the role**

We are looking for a creative and proactive individual to join our marketing team at CoppaFeel! – this role will play an essential part in supporting our 3-year organisational growth strategy. This is an incredibly exciting time to join the marketing team at CoppaFeel!, with ambitious plans happening in 2024. We are seeking an individual with all-round marketing experience to reach and expand awareness amongst our 18 – 24 year old target audience. The successful candidate will be insight driven, creative and strategic, as well as being fully immersed in youth culture. They will have experience and understanding of cross channel marketing campaigns having an in-house or agency background.

This is a great opportunity for an experienced marketing professional who wants to make an impact at a small organisation with their vision and innovation. You will work collaboratively with the wider Marketing, Fundraising, Operations and Education teams within the organisation.

The right candidate will be proactive, innovative, have strong communication skills, and a real desire to make a difference, ensuring that all breast cancers are diagnosed early and accurately.

### **About CoppaFeel!**

CoppaFeel! is the UK's only breast cancer charity awareness charity for young people. Our mission is to ensure all breast cancers are diagnosed early and accurately by educating young people on the signs and symptoms of breast cancer, encouraging them to check regularly and empowering them to speak to their GP if they notice something unusual.

## **Position in organisation**

- Sits within the Marketing team
- Reports to Head of Marketing
- Works closely with the Ambassador & Brand Manager, Social Media Manager and Digital Marketing Manager.

## **Duties and responsibilities**

- Integral to growing brand awareness of CoppaFeel! amongst 18 – 24 year olds by repositioning CoppaFeel! as a youth charity brand that resonates with our Gen Z target audience and is future proofed for Gen Alpha.
- Build out audience insights, audience segmentation and campaign targeting.
- Oversee all marketing outputs and plans related to paid media owning the execution and tracking.
- Write briefs and manage timelines for design, social and external agencies.
- Support managing the relationships with PR, creative and media agencies.
- Drive innovative ideas forward that deliver cost effective results by monitoring audience insights, industry news and sector leading executions.
- Lead on BCAM (Breast Cancer Awareness Month) marketing plans, working with other department leads (digital, social, ambassadors) to plan holistic activity that drives towards overall objectives.
- Lead on events that support CoppaFeel!'s marketing activity i.e. photoshoots, launch events, driving awareness and presence at festivals etc.
- Work in partnership with the full Marketing team to ensure strong executions and delivery of overall results.

## **Skills, knowledge & personal attributes**

- Demonstrable experience of working on multi-channel marketing campaigns.
- Experience in a marketing role and an understanding of marketing as a discipline.
- Able to deliver marketing strategies and plans, tailored to key audiences and work with others to execute.
- Strong project management skills.
- Highly organised with the ability to use initiative to manage multiple tasks simultaneously and meet deadlines.
- Desirable but not essential experience in event marketing.
- Understanding of Gen Z/Alpha audiences and insights, and how these translate across digital and social channels.
- Evidence of inspiring creativity.
- Strong copywriting skills.
- Passionate about social media and digital trends.
- Driven individual who takes initiative and thrives in an ambitious environment.
- Strong communication skills and collaborative personality, comfortable dealing with senior stakeholders.

## **Main benefits, Terms & Conditions**

Annual Leave: 22 days pro rata (plus public holidays). Additional Leave: 1 day of leave on our Founder's Cancerversary, birthday leave, plus office closure over Christmas. Notice Period: 2 months.

We work on a flexible basis at CoppaFeel!, offering a non-contractual 9 day fortnight allowing our team members to take a Friday off every other week. We call this our 'flex Friday' – although it is dependent on our work schedules we do our best to allow everyone this additional time off.

A hybrid of office and flexible, working Daily Flexi Time: starting anytime between 8am and 10am. Working from home up to 3 days per week. Training: We have a budget each year for employees training and development plans.

Wellbeing Fund: Monthly fitness bursary of up to £40 per month for gym membership or other classes, Employee Assistance Scheme: Advice and support offered by an external body. Access to our mental health support programme – 'Self Space' training and 1:1 therapy.

Treats Cupboard: full of biscuits, fruit, crisps, fancy tea, coffee, and snacks. Freebies: Every now and again our partners and donors kindly donate some of their products. Expenses: Travel for events and food during events will be reimbursed.

## **Equality, Diversity & Inclusion Statement**

At CoppaFeel! we support a diverse range of communities and we understand that effective recruitment is central and crucial to meeting the needs of our beneficiaries. We particularly welcome applications from people identifying with a minority ethnic background, LGBTQ+ candidates, candidates with disabilities, and from men, because we would like to increase the representation of these groups within the charity. We promote equality, diversity and inclusion in our workplace and make recruitment decisions by matching the charity's needs with the skills and experience of candidates, irrespective of age, disability (including hidden disabilities), gender, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation. We recognise the value in encouraging a diverse range of perspectives, skills, experience and knowledge at the charity.