This pack includes:

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- WCRF ORGANISATIONAL VALUES
- ABOUT THE ROLE
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For more information about the organisation please visit our website: www.wcrf-uk.org
If you’re passionate about healthy living and health promotion, and want to see a world where no one develops a preventable cancer, why not consider joining us at World Cancer Research Fund UK?

Cancer currently affects one in two people in the UK but, as the cancer prevention experts, we know that about 40 per cent of cancers could be prevented.

World Cancer Research Fund UK champions the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can empower people to make informed lifestyle choices to reduce their cancer risk.

We are a member of the World Cancer Research Fund network of cancer prevention charities based in Europe, the Americas and Asia. As a network, we are a leading authority on cancer prevention through diet, weight and physical activity.

To meet our vision of living in a world where no one develops a preventable cancer, we need high quality and motivated employees from a mix of backgrounds and with a range of skills and experiences. In return, we aim to offer the best possible working environment for people so that talent is nurtured and developed.

Within this candidate pack you will find additional information about the role you are applying for and the benefits we offer.

To apply for this role, please complete and submit a CV, covering letter (maximum two pages) and the attached equal opportunities form. If you have any queries please contact Human Resources at hr@wcrf.org or visit our website at www.wcrf-uk.org.

On behalf of World Cancer Research Fund UK, we thank you for your interest in helping to prevent cancer and wish you the best of luck with your application.

Best wishes,
Human Resources
VALUES

EVIDENCE BASED
We are an authority on lifestyle related cancer research – continuously learning and evaluating, so that we can deliver excellent outcomes.

INCLUSIVE
Everyone counts – we value, respect and trust each other.

INFLUENTIAL
We are collaborative, engaged and focused on maximising impact in all that we do.

INNOVATIVE
We are curious and creative; evolving and exploring so we can deliver solutions that make a real difference.

EMPOWERING
We make every day meaningful, building and sharing our knowledge and allowing our passion to shine through.
ABOUT THE ROLE

We are seeking a Digital Fundraising and Marketing Manager who will be responsible for the development of World Cancer Research Fund UK’s digital fundraising channels, lead generation campaigns and supporter journeys.

Who you will be working with:
You will be working with World Cancer Research Fund UK’s Fundraising team and will work closely with colleagues in fundraising, the web team and our Communications & Engagement team, with a dotted line to our Digital Lead.

World Cancer Research Fund UK’s Fundraising Department

What we are looking for:

- Experience of developing compelling content and marketing materials, and running multi-channel digital marketing campaigns
- Experience in monitoring, analysing and reporting on campaign results – including on financial and non-financial KPIs
- Proven experience of innovation – developing and testing products and using insights to develop these in subsequent years
- Good understanding of paid social media campaign tracking using pixels
- Good understanding of a rewards-based framework that motivates individuals to take action
- Ability to produce concise, well-constructed written communications coupled with the ability to present verbally in a clear and persuasive manner
JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job title</th>
<th>Senior Digital Fundraiser</th>
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<tbody>
<tr>
<td>Department</td>
<td>Fundraising</td>
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<tr>
<td>Reporting to</td>
<td>Head of Fundraising Development</td>
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<tr>
<td>Contract</td>
<td>Permanent</td>
</tr>
<tr>
<td>Location</td>
<td>London N1</td>
</tr>
<tr>
<td>Hours</td>
<td>37.5hrs per week – full time</td>
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<tr>
<td>Salary</td>
<td>£33,000 - £35,000 per annum, plus benefits</td>
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</table>

Department description

The Fundraising and Health Information team, led by the Director of Fundraising, are responsible for supporting our cancer prevention and survival activities through an extensive Direct Mail programme, Corporate Fundraising, Community Fundraising, Events, Trusts & Foundations, Legacies, Major Donors, Digital Fundraising, Supporter Engagement and Health Information messaging.

Main purpose of the role

The post holder will work closely with colleagues across Fundraising and Health Information, Communications & Engagement, and particularly the Digital team to develop and drive WCRF’s digital fundraising and marketing strategy. You will work with colleagues in these teams to create and test campaigns, gather insights and learnings and to then develop and implement campaigns to increase income generation, acquisition, supporter loyalty, retention and engagement.

In particular, the post holder will help to develop our supporter engagement, which will involve creating supporter journeys, with an aim of converting offline donors to online donors. This will involve maximising our digital platforms to increase brand awareness and attract new audiences; analysing trends in fundraising; developing key touch points and reporting performance and progress.

The Senior Digital Fundraiser will also look at data capture to help increase our number of supporters and will analyse user journeys using the insight gathered to improve acquisition performance over time.

The ability to organise your work, build excellent rapport with people inside and outside the charity, and your willingness to undertake tasks to support the entire team, is essential.

Main duties and responsibilities

<table>
<thead>
<tr>
<th>A</th>
<th>Paid Advertising</th>
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<tbody>
<tr>
<td>1</td>
<td>Lead on planning, implementing and reporting on paid advertising campaigns across the Fundraising and Health Information teams</td>
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<tr>
<td>2</td>
<td>Use digital optimisation and targeting to drive income through digital channels.</td>
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<tr>
<td>3</td>
<td>Ensure an efficient tracking system is in place, such as the use of events &amp; pixels, to track campaigns that are set up to generate leads, reach or donations.</td>
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<tr>
<td>4</td>
<td>Utilise Facebook’s dynamic testing to test campaigns for insights and learnings.</td>
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<tr>
<td>B</td>
<td>Website</td>
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<td>---</td>
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<tr>
<td>1</td>
<td>Work with the Web team to maximise traffic to landing pages linked to fundraising marketing campaigns.</td>
</tr>
<tr>
<td>2</td>
<td>Use analytics and testing strategies to optimise the fundraising sections for website conversions and SEO.</td>
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<tr>
<td>3</td>
<td>Ensure all fundraising web and digital content is relevant and optimised.</td>
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<table>
<thead>
<tr>
<th>C</th>
<th>Acquisition</th>
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<tbody>
<tr>
<td>1</td>
<td>Support a testing programme of new and innovative digital fundraising, engagement and acquisition activities e.g. a value exchange programme that aims to recruit new supporters and maximise long-term income.</td>
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<tr>
<td>2</td>
<td>Develop effective on-boarding journeys for new donors.</td>
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<tr>
<th>Strategy &amp; Reporting</th>
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<tr>
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<tr>
<th>E</th>
<th>Digital Development &amp; Retention</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Develop strong stewardship journeys for our supporters with an aim of developing long-term relationships.</td>
</tr>
<tr>
<td>2</td>
<td>Review and develop digital products and activity to maximise income generation.</td>
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<tr>
<td>3</td>
<td>Carry out current supporter analysis to determine key trends in online donations and use this intelligence to grow our digital fundraising.</td>
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<thead>
<tr>
<th>F</th>
<th>General</th>
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<tbody>
<tr>
<td>1</td>
<td>Continuously analyse key trends in digital fundraising.</td>
</tr>
<tr>
<td>2</td>
<td>Analyse social media channel performance and work with the Digital team to create content which engages and inspires support.</td>
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<tr>
<td>3</td>
<td>Work with colleagues to ensure that all online activities and campaigns are suitably measured and KPIs have been agreed on beforehand</td>
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<td>4</td>
<td>Work closely with colleagues in all other teams to ensure programmes are fully integrated and support the Fundraising team where necessary</td>
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<tr>
<td>5</td>
<td>Chair fortnightly meetings with Fundraising and Communications &amp; Engagement with a clear agenda, action points and follow up.</td>
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<tr>
<td>6</td>
<td>Comply with World Cancer Research Fund’s policies and procedures</td>
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<tr>
<td>7</td>
<td>Ensure all actions undertaken comply with the Data Protection Act and General Data Protection Regulations 2018 (GDPR).</td>
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</table>

**NOTE:** 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.
## PERSON SPECIFICATION

The person specification describes the specific experience, knowledge, skills, qualifications and attributes that are needed for the job.

<table>
<thead>
<tr>
<th>Experience</th>
<th>Knowledge and technical skills</th>
<th>Personal attributes</th>
<th>General</th>
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</thead>
<tbody>
<tr>
<td>Proven experience of working with digital teams and agencies on promoting fundraising activities via digital channels</td>
<td>Working knowledge of relevant charity law, data protection and fundraising regulations and good practices</td>
<td>Ability to be innovative and creative, ROI focused and able to set own KPIs</td>
<td>Willingness and ability to work flexible hours as needed</td>
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<tr>
<td>Proven experience of supporter engagement and the development of the supporter journey from initial contact to retention</td>
<td>Understanding of a rewards-based framework that motivates individuals to take action</td>
<td>Able to clearly communicate and express ideas and thoughts to line management, colleagues and senior managers.</td>
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<tr>
<td>Experience of reaching and retaining cold audiences and creating personalised supporter journeys</td>
<td>Good understanding of paid advertising tracking using pixels</td>
<td>Ability to project manage a series of on-going activities, achieve a high output and demonstrate patience &amp; perseverance if faced with setbacks and problems</td>
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<tr>
<td>Experience in monitoring, analysing and reporting on campaign results - including financial and non financial KPIs</td>
<td>Knowledge of direct marketing practices and principles</td>
<td>Ability to produce concise, well-constructed written communications coupled with the ability to present verbally in a clear and persuasive manner</td>
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<tr>
<td>Relevant and demonstrable experience of creating, planning, delivering digital campaigns and online supporter journeys from end to end</td>
<td>Excellent organisational and project management skills</td>
<td>Ability to creatively promote and engage the work of WCRF to prospective supporters and donors</td>
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<tr>
<td>Experience of developing compelling content and marketing materials and running multivariate email and social media marketing campaigns</td>
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<td>Ability to organise and prioritise varied workloads, plan effectively and work to tight deadlines</td>
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<td>Proven experience of innovation – testing products and using insights to develop these in subsequent years</td>
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<td>Teamworker who can build excellent relationships with colleagues at all levels</td>
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<td>Ability to manage donor information and be compliant with the rules of GDPR</td>
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<td></td>
<td></td>
<td>An interest and commitment to healthy living, health promotion and health related organisations and nutrition</td>
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</table>
TERMS & CONDITIONS

Salaries
World Cancer Research Fund pays salaries into bank accounts once a month on the 26th of each month.

Flexi-time scheme
A flexi-time scheme is in operation across the organisation. The daily requirement is to work 7.5 hours. Staff also need to take a lunch break of at least 30 minutes (staff can take up to a maximum of 2 hours for lunch). The core hours are 10.00am–4.00pm, Monday to Friday when all employees must be present. Employees may arrive for work between 8.00am and 10.00am and leave between 4.00pm and 7.00pm. The daily minimum hourly requirement of 7.5 working hours per day plus lunch must be met; any extra time cannot be "rolled over" or "banked”.

Hybrid Working
WCRF are currently operating hybrid working for all staff across the organisation. The office is open 3 days a week (Tues, Wed and Thurs) and full-time staff are required to be in the office at least 2 of these days each week.

Annual leave
World Cancer Research Fund’s annual leave year runs from 1 October to 30 September. Annual entitlement for full-time staff is in relation to length of service:
- Less than 1 year of continuous service at the beginning of a holiday year: 25 days (pro-rated to your start date)
- 1 year or more of continuous service at the beginning of a holiday year: 26 days
- 3 years or more of continuous service at the beginning of a holiday year: 28 days
- 5 years or more of continuous service at the beginning of a holiday year: 30 days

Sick leave
For full-time staff, World Cancer Research Fund allows up to 20 days sick leave in any rolling year without deducting pay. This allowance increases to 25 days sick leave plus 40 days half-pay after one years’ service.

Pension plan
WCRF contributes into an approved pension scheme, which is administered by Standard Life. Employees will be auto-enrolled into the scheme after 3 months and will contribute a minimum of 5% of their salary each month. WCRF will match the employee’s contributions of up to 5% of the employee’s salary each month.

Private healthcare
We offer private healthcare for employees, which gives all employees access to private healthcare (hospital and outpatient care) by referral from NHS. You are eligible to join the scheme after successful completion of the probationary period.

Dental cover scheme
We offer all employees a contribution to their dental expenses by allowing employees to opt in to a dental cover scheme. You are eligible to join the scheme after successful completion of the probationary period.

Life assurance and income protection
We cover all employees from their first day of employment and provide cover, which is equal to 4 x the individual’s salary on death while employed alongside critical illness cover.

Permanent Health Insurance (PHI) scheme
All permanent members of staff, up to the age of 65, whose normal hours of work are at least 15 per week,
are covered by the organisation’s Permanent Health Insurance (PHI) Scheme, at no cost to employees.

PHI is intended to provide income protection in the event of long-term illness or disability. The scheme provides an income replacement of up to 50% of the basic annual salary after a waiting period of 26 weeks, starting from the date a disability commences.

**Season ticket loan scheme**
Employees can take advantage of an interest free loan for a purchase of an annual travel ticket. The loan is repaid via equal deductions from the employee’s salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

**Cycle to work scheme**
Employees can take advantage of an interest free loan for a purchase of a tax-free bike or accessories. The loan is repaid via equal deductions from the employee’s salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

**Employee assistance programme**
All employees, and their families, have access to a 24-hour confidential advice and support line.

**Dog Friendly Office**
We are currently running a trial, which gives staff the opportunity to bring their dog into the office one day per week (Wednesdays) subject to WCRF guidelines.

**Development opportunities**
World Cancer Research Fund has an annual appraisal process in place during which individual development needs are discussed and training needs identified.

**Probationary period and notice period**
The post-holder is subject to a 6-month probation period during which 1 weeks’ notice on either part will apply. Following successful completion of the probationary period the post-holder will be on 1 months’ notice period.
HOW TO APPLY

Recruitment timetable

<table>
<thead>
<tr>
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<th>5pm, 11th January 2023</th>
<th>18th and 19th January 2023</th>
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<tbody>
<tr>
<td>Closing date for applications:</td>
<td></td>
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<tr>
<td>First interviews:</td>
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To apply

You can apply for this vacancy by submitting a CV, covering letter (maximum two pages) and completed Equal Opportunities Monitoring Form. Your covering letter should provide specific examples of past achievements to demonstrate how you meet each criterion of the Person Specification and should also highlight how your skills and experience would benefit World Cancer Research Fund.

Your CV, covering letter and completed Equal Opportunities Monitoring Form can be submitted by email or post:

**E-mail:** hr@wcrf.org

**Address:** Human Resources
World Cancer Research Fund
140 Pentonville Road
London N1 9FW
UK

**Phone:** 020 7343 4200

If you do not hear from us within 14 days of the closing date, please assume your application has been unsuccessful on this occasion. Please note that we only provide feedback to shortlisted candidates.
EQUAL OPPORTUNITY MONITORING FORM

World Cancer Research Fund is committed to equal opportunities for all. Please help us monitor the effectiveness of our Equal Opportunity Policy by completing and returning this form. This will be separated from your application prior to assessment and used solely for statistical purposes.

Post applied for: 

Please tick the appropriate boxes below:

GENDER

[ ] Male  [ ] Female

DISABILITY
World Cancer Research Fund welcomes applications from people with disabilities. The Disability Discrimination Act 1995 describes a disability as a physical or mental impairment which has a substantial and long term adverse effect on a person’s ability to carry out normal day-to-day activities. Having read this definition, do you consider yourself to have a disability?

[ ] Yes  [ ] No

ETHNIC GROUP
The categories indicated below are those recommended for use by the Commission for Racial Equality.

How would you best describe your ethnic origin?

Bangladeshi  [ ]  Indian  [ ]
Black – African  [ ]  Irish  [ ]
Black – Caribbean  [ ]  Pakistani  [ ]
Black – Other (please specify)  [ ]  White  [ ]
Chinese  [ ]  Other (please specify)  [ ]

NATIONALITY

UK  [ ]  Other (please specify)  [ ]

Thank you for answering these questions.
JOB APPLICANT PRIVACY NOTICE

As part of any recruitment process, WCRF collects and processes personal data relating to job applicants. WCRF is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. WCRF collects a range of data about you which will include:

- Your name and contact details (including email address and telephone numbers);
- Details of your skills, qualifications, experience and employment history;
- Details regarding your current levels of remuneration and any work benefits entitlements;
- Whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- Information regarding your right to work in the UK and;
- Equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

This information will be collected from your CV and/or cover letter on application to us, plus from your examination certificates, passport, driving licence or other identity documents provided. We may also collect personal data about you from third parties, such as references obtained from former employers, background checks or criminal records checks as applicable.

HOW WE HANDLE THE DATA THAT IS SUBMITTED BY YOU
This data will be stored in an electronic format (including email) on our internal IT systems and also on paper within our HR Department. Your information may be shared internally for recruitment purposes with our recruiting managers, HR and IT team strictly for decision making purposes. We do not share your data with any third parties.

WHY WE PROCESS PERSONAL DATA
We need to process your data to take the necessary steps prior to entering into any contract with you. We may also need to process your data if we agree to enter into a contract with you. We have a legitimate interest in processing your data during the recruitment process to ensure that we make and keep records of the process. These records allow us to manage the process effectively, assess a candidate’s suitability for employment and decide whom to offer the roles to. We may also, from time to time, need to process data from job applicants to respond to and defend against legal claims.

DISCLOSURE OF YOUR INFORMATION
WCRF may transfer your data outside of the European Economic Area. However, your data will be protected as well as it would be in the EEA. Internally we will protect your data through internal controls and policies to ensure that your data is not lost, accidentally destroyed, misused, and is not accessed by our employees except in the proper performance of their duties.

DATA RETENTION
We will retain your personal data for a period of 1 year after we have communicated to you our decision about whether to appoint you to the role. We retain the information for that period so that we can show, in the event of a legal claim that we have not discriminated against candidates on prohibited grounds that we have conducted the recruitment process in a fair and transparent way. After this period, we will securely destroy your personal data in accordance with the applicable laws and regulations.

If your application is unsuccessful, we may keep your personal data on file for any suitable employment opportunities. We will seek your consent before we do so and you are free to withdraw your consent at any time by notifying us in writing.

WHAT IF YOU DO NOT PROVIDE PERSONAL DATA
You are under no statutory or contractual obligation to provide your data to us. If you elect not to do so however, we will not be able to process your application properly, if at all.
AUTOMATED DECISION-MAKING
Our recruitment process is not based on automated decision making and as such you will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

DATA PROTECTION LEGISLATION (YOUR RIGHTS)
As a data subject, you have a number of rights including:

- Access to your data on request
- Require us to stop processing your data on demand
- Requires us to delete your data on demand
- To change any incorrect or incomplete data we hold on you
- Request the transfer of your personal data to another party

If you would like to exercise any of these rights or have any queries with the privacy notice, please contact: The HR Director, WCRF, 140 Pentonville Road, London N1 9FW.