



**Brain Tumour  
Research**

Together we will find a cure

## **Brain Tumour Research - Job Description**

### **Head of Digital**

Brain Tumour Research was established in 2009 as a collaboration of 14 charities coming together, determined to raise awareness and increase funding for vital research. Despite brain tumours being the leading cause of cancer deaths in children and adults under the age of 40, brain tumour research was and sadly remains woefully underfunded receiving just 1% of the national spend on cancer research in the UK since records began in 2002.

Brain Tumour Research aims to provide a sustainable level of funding of £1m per year to seven dedicated brain tumour research Centres of Excellence across the UK in collaboration with member and other charities and through leveraging funds from national funding bodies.

Recognising that no one brain tumour charity or group of charities can find a cure alone, both government and pharmaceutical companies need to get involved. The second strategic aim is to build on the successful lobbying that the member charities had achieved (including the establishment of the Brain Tumour All Party Parliamentary Group in 2005) and influence the growth of the market for brain tumour research funding to £35 million in order to achieve parity with breast cancer and leukaemia.

The Head of Digital will lead the development and implementation of a digital strategy that will enable us to deliver our ambitious growth targets and increase the profile of our brand.

**Reports to:** Director of Marketing and Communications

**Location:** Head Office, Milton Keynes. Flexible, Hybrid Working Model up to two days working from home pw.

**Contract:** Full Time (35 Hours pw), Permanent

**Line Management:**

The Head of Digital will have a number of staff/agencies reporting into them for areas such as Social Media, Website Management, SEO & Analytics and Digital Marketing (Paid and Organic)

**Key Relationships:**

Internal: All levels within the organisation, across all functions

External: Key digital suppliers and support providers

**Job Purpose**

To Lead the continued development of our website (built on Shopify) and digital channels to support our overall growth ambitions. Developing the digital roadmap and executing the digital strategy by working across the charity to maximise engagement and take-up of digital tools and services to drive growth and operating efficiencies.

## **MAIN DUTIES**

### **Strategy and planning**

- On-going review of our current digital products, capabilities and partners to assess their suitability for achieving our growth targets
- Deliver a growth strategy through data driven innovation and a test and learn culture, lead the development, operation and optimisation of our digital capability to build our supporter base, drive engagement and increase income
- Lead the development of innovative, enterprising and effective digital strategies, together with annual operational plans, maximising our online brand presence to ensure that the organisation meets its income targets
- Implement and review as appropriate the digital marketing strategy to deliver agreed income and supporter retention and acquisition targets ensuring KPIs and an effective monitoring process in place.
- Support the planning and implementation of web-based marketing strategies and campaigns, establishing a best practice framework to maximise efficiency, consistency and effectiveness.
- Implement and review as appropriate a Digital Fundraising strategy to meet income targets through Digital products and channels
- Work with and manage external suppliers to deliver digital benefits to the product landscape
- Develop and manage an on-going Digital product road map delivering constant improvement to achieve organisational objectives

### **Departmental leadership**

- Build, develop, motivate and lead a dynamic and effective Digital team that can deliver diverse, innovative and cost-effective activities that achieve the organisation's fundraising targets.
- A 'get your hand dirty' approach to delivery, being involved in the day to day should the need arise
- Set the vision for recruitment and retention of Brain Tumour Research's growing base of supporters and donors across all digital channels.

- Be accountable to the Director of Marketing and Communications for the work of the Digital Department, including the development of the highest standards of quality and performance.

### **Departmental management**

- Create and oversee an integrated Digital strategy across all digital channels coordinating with other key departments.
- Develop the departmental budget, track and manage performance against budget, and take responsibility for meeting targets and ensuring resources are used effectively.
- Provide effective communication, support and development for members of the Digital team that both reflects the values of Brain Tumour Research and complies with HR policies and standards.
- Ensure that the necessary policies, procedures and systems for a successful digital team are in place.
- Develop close relationships with all levels within the organisation, across all functions.
- Ensure that the CRM database is integrated effectively with our digital products to ensure effective and appropriate recording of information on supporters and contacts, and quality analysis of the effectiveness of initiatives.
- Support an open management style, communicating management information well and encouraging the team to contribute to shaping the organisation.
- Analyse weekly and monthly reporting, along with any other specific activity reporting to inform top level strategic decision-making.

### **Organisational strategy and management**

- Contribute to the overall strategic direction and leadership of the charity through membership of the Management Team and represent the Digital function.
- To champion the vision, mission and values of the charity, internally and externally.
- To champion and promote equal opportunities and diversity.
- To actively contribute to organisational cohesion, encouraging cross-team working, and a problem-solving approach.

### **External horizon scanning**

- Monitor the external environment in order to understand latest developments in the digital environment, evaluate their significance, assess their potential for Brain Tumour Research and identify new opportunities and innovations that help the organisation achieve its objectives.

### **Risk Management**

- Ensure that for all activities, potential risks and assumptions are identified and analysed in advance. Ensure that steps are taken and agreed as appropriate in order to protect the charity's interest in a manner consistent with commercial prudence.

### **General**

- Comply with all relevant charity and other legislation (data protection etc.) and Institute of Fundraising Code of Fundraising Practice.
- Comply with Brain Tumour Research's internal policies as appropriate.
- Undertake any other reasonable duties as required.

### **Person Specification:**

<b>Criteria</b>	<b>Essential / Desirable</b>
<b>Qualifications:</b>	
Good level of general education – degree level or equivalent	D
Member of the Chartered Institute of Marketing	D
<b>Experience:</b>	
At least 5 years' practitioner experience of digital strategy and operations	E
An understanding of all key digital channels	E

A proven track record of creating and delivering digital strategy and operational delivery	E
Representing the Digital team at Management Team meetings.	E
Keeping up to date with industry and economic trends.	E
Significant experience of budget management, managing income and expenditure budgets; including achievement of income targets. Experience of producing monthly reports for the leadership team, and Board of trustees and working closely with finance department to ensure accuracy of reporting and compliance.	E
Experience of developing both strategic and operating plans.	E
<b>Skills and attributes:</b>	
Excellent ability to think creatively and identify new fundraising opportunities.	D
Substantial experience of managing teams, with the ability to lead change, motivate and support, as well as delegating and managing busy workloads.	E
Excellent relationship management skills.	E
High level of financial literacy.	D
Very strong written and verbal communications skills.	E
Strong interpersonal, networking and influencing skills, with colleagues at Brain Tumour Research.	E
Proactive self-starter, able to work unsupervised within agreed timeframes.	E
Strong planning and organisational skills - able to prioritise workload effectively.	E
Understanding of relevant legislation which applies to digital marketing communications.	E
Strong IT skills and literacy – competent user of MS Office and ability to work with database systems.	E
Flexible and adaptable style; willing and able to work outside standard office hours when required to do so to complete specific tasks and attend meetings and events.	E
Empathy with work of Brain Tumour Research.	E

## **Brain Tumour Research Values and Core Competencies**

### **Focused - The courage to accomplish inspiring goals**

The team at Brain Tumour Research is focused on finding a cure for brain tumours. Together we are driven to accomplish ambitious goals in pursuit of this vision, from driving engagement and building compelling campaigns; to reaching major lobbying milestones and achieving research breakthroughs. As the only national charity dedicated to sustainable research into brain tumours, we are clear-sighted and disciplined. Agile, energetic and courageous, we continually demand better outcomes for patients and their families.

### **Influential - Uses authority and expertise to positively influence**

Brain Tumour Research takes responsibility for influencing wider public understanding of this disease; focusing minds on the required funding to fight it. We inspire stakeholders (including researchers, parliamentarians and activists), galvanising them into action and resolutely holding both organisations and individuals to account. We punch above our weight, leading the national debate on improving outcomes for brain tumour patients.

### **Embracing - Working together to achieve results**

Brain Tumour Research is passionately committed to raising both awareness and funding for research. Embracing the diverse experiences of our volunteers, supporters, member charities, research centres and corporate partners, we value our relationships with everyone in the brain tumour community, however this devastating disease has affected our lives. Our shared stories and tireless efforts come together as one voice to make us all stronger.

### **Game Changing - Catalysing change both internally and externally**

Innovation is central to the dynamic culture of Brain Tumour Research, from the pioneering Centres of Excellence to the best practice delivered across the team and inspired in our member charities and supporters. We are constantly evolving, working smarter and building on successes through creative thinking and campaigning. We are a positive force for change, challenging the Government and larger cancer charities to invest more in brain tumour research.

### **Intelligence - Thought leaders, prioritising scientific advancement**

Intelligent, objective and pioneering, Brain Tumour Research is building a network of experts in sustainable brain tumour research. We champion thought leadership by fostering collaboration between scientists, clinicians and academic partners, bringing together the

best minds in the field to search for a cure. Through strategic planning, methodical implementation and rigorous analysis, we deliver world-class research.