



**Brain Tumour  
Research**

Together we will find a cure

## **Job Description: Email Marketing Exec**

### **Job purpose**

The Email Marketing Exec will be responsible for taking our email marketing to the next level, driving performance gains in line with our ambitious growth plans. They will be responsible for developing and implementing the email marketing strategy, ensuring email communications deliver a fantastic experience to our rapidly growing supporter base while meeting performance targets.

They will have proven experience of managing successful email strategies and campaigns, implementing best practice principles. They will have a deep technical understanding of working with email marketing platforms such as Mailchimp and how emails integrate into wider marketing activity. They will ideally have experience of implementing email marketing automation with the knowledge to enable successful automation.

They will be an excellent communicator with the ability to work sensitively and diplomatically with others, both internally and externally.

Key stakeholders will include patients and their family and friends and other community stakeholders, corporate and major donor prospects, researchers and clinicians, MPs, and Parliamentarians, as well as other influencers.

They will work closely with the Digital Marketing Manager and the Marketing and Communications teams, as well as the wider teams across the organisation.

### **Working hours**

This is a full-time permanent position based at our Head Office in Milton Keynes. Remote working will be in line with government guidelines. Normal office hours are 9am – 5pm but there will be times when additional hours are required with this role to complete specific projects and achieve objectives, launch marketing campaigns, attend external meetings, join conferences, etc.

**Role reports into:** Website and SEO Manager

**Direct reports:** 0

**Salary:** £22,000 per annum

**Main duties include but not limited to:**

- Evolve the email marketing strategy, implementing an approach that drives sustainable gains in performance over time.
- Day to day planning and execution of our email marketing communications, ensuring they are commercially strong, visually engaging, and relevant to our supporter base.
- Support multiple campaigns throughout the year by developing email communications plans that contribute to their success.
- Ownership of the email marketing process, including end-to-end coordination with internal teams, through to email build, send, analysis, and optimisation.
- Execute thoughtful experimentation as part of a test and learn approach, to unlock high-impact campaigns.
- Implement email marketing automation where appropriate driving efficiencies and performance gains over time.
- Deliver email marketing reports with an insight-led and continuous improvement focussed approach. Communicate key email updates effectively to stakeholders.
- Identify and recommend cost-effective tools that support performance gains across the email function.
- Dedicate time for self-learning to maintain awareness and knowledge of latest developments and trends in email and broader digital marketing areas.
- Assist the Marketing team with any other tasks as determined by Director of Marketing and Communications