



Senior Digital Marketing Manager (maternity cover) Candidate Information

February 2026

The Institute of Cancer Research

About our organisation

We are one of the world's most influential cancer research institutes with an outstanding record of achievement dating back more than 100 years. We are world leaders in identifying cancer genes, discovering cancer drugs and developing precision radiotherapy. Together with our hospital partner The Royal Marsden, we are rated in the top four centres for cancer research and treatment worldwide. As well as being a world-class institute, we are a member institution of the University of London.

We came second in the league table of university research quality compiled from the Research Excellence Framework (REF 2021). We have charitable status and rely on support from partner organisations, charities, donors and the general public. We have more than 1,000 staff and postgraduate students across three sites – in Chelsea and Sutton.

About the Development and Communications directorate

The Development and Communications directorate tells the ICR's story and focuses on income generation. The ICR is world-renowned for its outstanding cancer research – and it deserves communication to match. We believe that communicating effectively about the ICR's work can help us build on our successes – attracting donors and supporters, the best staff and students, commercial partners and collaborators.

About the role

The Senior Digital Marketing Manager leads digital marketing activities for the Development and Communications Directorate. This includes digital marketing strategy and delivery to increase our fundraising income – drawing insight from past campaigns and activity – for all fundraising teams across the Development and Communications directorate and developing and delivering marketing campaigns to drive brand awareness to support income generation.

Our mission
is to make the
discoveries that
defeat cancer.

Senior Digital Marketing Manager (maternity cover)

Candidate Information

Our values

The ICR has a highly skilled and committed workforce, with a wide variety of roles, each requiring different skills. But whether you work as a researcher, or work as part of our corporate team, your work and behaviour is underpinned by these six values. They are what bring us together as one team - as 'One ICR'.



Pursuing excellence

We aspire to excellence in everything we do, and aim to be leaders in our field.



Acting with Integrity

We promote an open and honest environment that gives credit and acknowledges mistakes, so that our actions stand up to scrutiny.



Valuing all our people

We value the contribution of all our people, help them reach their full potential, and treat everyone with kindness and respect.



Working together

We collaborate with colleagues and partners to bring together different skills, resources and perspectives.



Leading innovation

We do things differently in ways that no one else has done before, and share the expertise and learning we gain.



Making a difference

We all play our part, doing a little bit more, a little bit better, to help improve the lives of people with cancer.



Our values set out how each of us at the ICR, works together to meet our mission – to make the discoveries that defeat cancer. They summarise our desired behaviours, attitudes and culture – how we value one another and how we take pride in the work we do, to deliver impact for people with cancer and their loved ones.”

Professor Kristian Helin
Chief Executive

Senior Digital Marketing Manager (maternity cover)

Candidate Information

Job description

Department / division: Development and Communications

Pay grade / staff group: PS03

Hours / duration: Full time (35 hours per week), Monday to Friday. Fixed-term maternity cover contract for up to one year.

Reports to: Head of Strategic Marketing

Main purpose of the job: The Senior Digital Marketing Manager leads digital marketing. This includes digital marketing strategy and delivery to increase fundraising income – drawing insight from past campaigns and activity – for all fundraising teams across the Development and Communications directorate and developing and delivering marketing campaigns to drive brand awareness to support income generation.

This role involves a mix of data analysis and creativity to deliver our digital marketing strategy to ensure the ICR's website, donation platform, e-newsletters and digital marketing drive our fundraising and brand objectives in the most effective way possible.

Beyond the directorate, the role provides digital marketing expertise across the ICR.

The Senior Digital Marketing Manager leads the Digital Marketing Team, which includes two Digital Marketing Officers, and manages our media agency to deliver digital marketing campaigns covering the full media mix and maintain our fundraising presence online.

The role leverages internal and external relationships to develop an exciting digital marketing programme, which helps to highlight the ICR's unique and groundbreaking science and its impacts to our priority audiences, and realise our ambitions to grow brand awareness, engage prospective and existing donors and supporters and increase our income.

Senior Digital Marketing Manager (maternity cover)

Candidate Information

Duties and responsibilities:

Main purposes of the job

Plan, deliver and evaluate an annual programme of digital marketing and online supporter engagement that supports both brand awareness and income generation.

Be the digital expert for fundraising teams and proactively analyse data, share insight and advice across all fundraising and communications teams.

Key responsibilities

Plan and deliver an annual programme of digital marketing and stewardship, including paid media campaigns, email marketing and stewardship and website content creation and optimisation; working closely with other members of the Communications team on organic social media and content.

Agree and achieve annual KPIs for audience interaction, engagement, online giving, event and email sign-ups.

Develop effective supporter and fundraising journeys, maximising audience touchpoints to improve engagement, audience recruitment (including sports participation, legacy pledgers and income generation through fundraising appeals).

Carefully evaluate and disseminate the insight gained from each campaign, to share that with colleagues regularly and ensure learnings are fed into future plans.

Account manage all aspects of our relationship with our digital media agency including campaign planning, development, evaluation and annual reviews.

Be responsible for the maintenance, development and optimisation of the 'Support Us' section of the website, supporting stakeholders across all fundraising teams on their web content, including implementing a search engine optimisation (SEO) and answer engine optimisation (AEO) strategy with our media agency.

Manage our donation platform, goDonate, on bespoke donation form creation, optimisations, testing and analytics.

Manage a digital marketing budget of more than £300K, working with the Head of Strategic Marketing, that supports brand and fundraising marketing.

Manage the two Digital Marketing Officers on campaign planning and implementation.

Work alongside the Head of Strategic Marketing on brand campaigns to raise the profile of the ICR to key audiences, testing new platforms and creatives, and managing and creating content for the campaigns.

Manage the scheduling, delivery and evaluation of our programme comprising fundraising emails, stewardship journeys and newsletters.

Keep up to date with the latest in digital not-for-profit marketing and advise all fundraising teams, including Philanthropy and Trusts and Corporates, on opportunities for digital engagement with their audiences.

Senior Digital Marketing Manager (maternity cover)

Candidate Information

Ensure consistency of message, visual identity and tone of voice, conforming to brand guidelines, across all digital fundraising content.

Provide expertise and support in digital marketing – including email newsletters and marketing – to colleagues across the ICR.

General

All staff must ensure that they familiarise themselves with and adhere to any ICR policies that are relevant to their work and that all personal and sensitive personal data is treated with the utmost confidentiality and in line with the General Data Protection Regulations

Any other duties that are consistent with the nature and grade of the post that may be required.

Willingness to work occasional unsociable hours.

To work in accordance with the ICR's Values.

To promote a safe, healthy and fair environment for people to work, where bullying and harassment will not be tolerated.

This job description is a reflection of the present position and is subject to review and alteration in detail and emphasis in the light of future changes or development.

Senior Digital Marketing Manager (maternity cover)

Candidate Information

Person specification

Education and Knowledge

In-depth knowledge of Digital Marketing, ideally within the not-for-profit sector	Essential
Excellent project management skills	Essential
Educated to degree level or equivalent IDM or CIM vocational qualification	Desirable

Skills

Strong analytical and problem-solving skills, with demonstrable experience of using SEO, Google Ads, Google Analytics and additional evaluation techniques to plan and develop the ICR's digital marketing activity	Essential
A strong understanding of digital marketing and innovation delivery across a broad range of digital marketing disciplines	Essential
Ability to build strong relationships both within the organisation and with external agencies, and deliver consistent, high-quality, innovative solutions to budget and strict deadlines	Essential
Excellent leadership skills with the ability to influence and leverage cross-team working	Essential
Understanding of digital marketing tech, including basic HTML, marketing tags and tracking pixels	Essential
Strong written communication skills and an eye for detail, good design and clear layout	Essential
Highly organised with ability to prioritise and manage multiple projects simultaneously	Essential
A genuine enthusiasm for the ICR's mission to make the discoveries that defeat cancer, and an eagerness to learn about the research ICR scientists are carrying out	Essential
A willingness to work occasional unsociable hours	Essential

Experience

Proven track record in managing digital campaign activity from conception to delivery and in-depth knowledge of the practical and technical detail that underpins digital marketing	Essential
Line management and team management experience	Essential
Experience managing external digital agencies (media, web or other)	Essential
Proven track record of using data and insight to inform campaign and content development, to optimise user experience and maximise opportunities to generate income and audience engagement	Essential
Experienced in online communications, including with creative content generation, website management and best practice and paid media	Essential

Senior Digital Marketing Manager (maternity cover)

Candidate Information

A good working knowledge of social media platforms (Facebook, Instagram, YouTube, Twitter, LinkedIn, Google, Pinterest etc) and their practical application in raising the profile of the ICR and increasing donor and supporter engagement	Essential
Experience working with online giving platforms	Essential

Senior Digital Marketing Manager (maternity cover)

Candidate Information

Benefits

We offer a fantastic working environment, great opportunities for career development and the chance to make a real difference to defeat cancer. We aim to recruit and develop the best – the most outstanding scientists and clinicians, and the most talented professional and administrative staff.

The annual leave entitlement for full time employees is 28 days per annum on joining. This will increase by a further day after 2 years' and 5 years' service.

Staff membership to the Universities Superannuation Scheme (USS) is available. The USS is a defined benefit scheme and provides a highly competitive pension scheme with robust benefits. The rate of contributions is determined by USS and details of the costs and benefits of this scheme can be found on their website. If staff are transferring from the NHS, they can opt to remain members of the NHS Pension Scheme.

We offer a range of family friendly benefits such as flexible working, a parents' group, and a maternity mentoring scheme. Other great benefits include interest free loans for discounted season tickets for travel and bicycle purchases, access to the NHS discounts website, a free and confidential Employee Assistance Programme which offers a range of well-being, financial and legal advice services, two staff restaurants, and access to a gym and sporting facilities at our Sutton site.

Further information

You may contact the Talent Team on talent@icr.ac.uk

Applications will only be accepted through the ICR's recruitment website. When applying, together with your CV, please include a covering letter detailing why you are applying for this post and addressing how you meet the criteria set out in the person specification. Applications without a supporting statement or covering letter will not be considered.

This job description is a reflection of the current position and is subject to review and alteration in detail and emphasis in the light of future changes or development.