

Job
description

Head of Strategic Marketing

July 2024

Directorate:	Development and Communications
Pay grade / staff group:	PS02
Hours / duration:	Full time (35 hours per week) Monday to Friday
Reports to:	Head of Communications and Deputy Director

Main purpose of the job

The Head of Strategic Marketing is an important new leadership role within the Development and Communications directorate seeking to inform, enhance and expand income generation across the ICR. The role will lead and oversee work to gather business intelligence, analyse data and develop new strategies to strengthen positioning of the ICR's brand. The aim will be to furnish partner teams across the ICR with an understanding of their markets, analysis of the effectiveness of current strategies, and marketing strategies to exploit new income opportunities.

The Head of Strategic Marketing will play a central role within our Development and Communications directorate and more widely across the ICR. The role will lead the shift to a more data-led approach to income generation – using business intelligence, digital analytics data and market research to identify new fundraising and commercial opportunities, and data analysis to reshape income generation and marketing activities.

The Head of Strategic Marketing will act as custodian of the ICR's brand and will lead work with fundraising and commercial teams to develop marketing strategies to position the brand to exploit new opportunities. The post holder will also create new data-led approaches to target and steward audiences more effectively.

Our mission
is to make the
discoveries that
defeat cancer.

Head of Strategic Marketing

Duties and responsibilities

Key duties

Act as the lead on marketing activities that support the ICR's strategic aims and provide guidance and expertise to ensure marketing is delivering for the ICR across all areas – including but not limited to income generation and staff and student recruitment.

Ensure the ICR is developing and delivering innovative campaigns utilising, as appropriate, the full marketing mix including advertising, direct mail, events, tactical activities, web, social and digital media, and CRM.

Develop business cases to support new marketing strategies and plans.

Oversee relationships with creative and marketing agencies to maximise benefit for the ICR.

Provide a marketing point of view and influence in key financial and organisational decisions.

Advocate for a digital first approach, taking advantage of automation, in the ICR's marketing activities to ensure the ICR is maximising the potential of digital platforms and systems such as goDonate (for donations) and e-newsletter tools.

Provide advice on marketing and creation of marketing collateral across the Development and Communications directorate and the wider ICR.

Lead work to shape creation of a new brand proposition that both better aligns us with our partner hospital, The Royal Marsden, and helps differentiate the ICR from other research institutions.

Understand the anatomy of the ICR brand and develop a marketing strategy to position the brand effectively with key target audiences in a way that chimes with their interests and motivations.

Lead work to manage and implement changes to the brand, including brand architecture, verbal identity, visual identity, and tone of voice.

Act as guardian of the ICR brand, directing its use across marketing and communication activities, and ensuring it is used appropriately by the organisation more widely.

Track and measure marketing outcomes, brand awareness and return on investment to assess the effectiveness of the marketing strategy and benchmark the ICR against comparator organisations.

Proactively harness data, research, and ongoing monitoring and evaluation data from the Strategic Marketing team and wider directorate to share best practice, inform marketing activities, evaluate the success of campaigns, and identify ongoing enhancements to boost income generation.

Lead team, and wider directorate where appropriate, in applying analytical techniques to develop insights to effectively understand target audiences, improve fundraising effectiveness, and identify market opportunities.

Commission in-depth market research including research design, data collection, data analysis and interpretation of research results.

Oversee horizon scanning to gather business intelligence and identify potential sources of external funding – particularly from philanthropic or commercial sources – working with the Head of Prospect Development.

Head of Strategic Marketing

Working with the Strategic Marketing team, oversee efforts to research and analyse prospects and map all critical relationships.

Oversee analysis of pipeline of potential donors and funders and apply CRM best practice to develop effective stewardship programmes across fundraising.

Work with the Senior Data and Operations Manager and the Head of Prospect Development to optimise our customer relationship management systems, Raisers Edge and First Class, as well as ensuring compliance with the relevant data protection legislation

Working with the Head of Prospect Development, develop an understanding of how current and prospective external funders are driven by psychological and commercial factors and how this might be leveraged to build relationships.

Ensure the ICR maintains an end-to-end view of the income growth pipeline of opportunities and provides regular management information to inform key decision makers.

Working with the Strategic Marketing team, ensure there is effective communication and sharing of prospect information, data and insights across the Development and Communications directorate, and more widely – including ensuring we exploit all possible opportunities for cross-promotion between audiences and teams, gain insights from across the fundraising and marketing pipeline and make recommendations accordingly.

Be aware of the marketing and fundraising landscape to advise on innovation opportunities for the ICR.

Lead the Strategic Marketing team and oversee its work.

Undertake any other duties as might reasonably be expected in this role.

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.

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 developments.

Head of Strategic Marketing

Person specification

Education and Knowledge

Educated to degree level or equivalent knowledge/experience	Essential
A broad base of marketing expertise, ideally with a CIM or equivalent qualification	Essential

Skills and Experience

Strong track record in designing and implementing strategic marketing programmes guided by market intelligence.	Essential
Exceptional skills in data analysis and presentation – and ability to use performance data to guide, persuade and lead.	Essential
Experience in business intelligence, and the use of intelligence to guide marketing, fundraising and stewardship programmes.	Essential
Expert at using databases and CRM systems to collate and analyse performance data, to oversee prospect pipelines, and to guide performance management and stewardship.	Essential
Experience of designing and commissioning market research to answer strategically important questions, and of incorporating findings into future strategies.	Essential
A strong understanding of brand, work with brand agencies and a track record of working within brands to deliver high-quality creative work.	Essential
A team player, with strong communication skills and a good understanding of multiple areas of fundraising, marketing and communication.	Essential
Experience of managing agencies, substantial budgets and people.	Essential
Demonstrable understanding of digital media and technologies and their potential in marketing and income generation.	Essential
Can demonstrate a strong understanding of the varying needs of different audience/donor groups and how the various fundraising disciplines fit together.	Essential
Gives the strategic perspective, but should also be able to develop detailed operational plans, map processes, etc	Essential
Experience of establishing effective teams and/or leading teams through change	Desirable
Has a good working knowledge of charity finance	Desirable

General

A genuine interest in and willingness to engage with the ICR's scientific research; and a passionate belief in our mission	Essential
Willingness to work occasional unsociable hours.	Essential

Head of Strategic Marketing



About our organisation

The Institute of Cancer Research, London, is one of the world's most influential cancer research institutions, with an outstanding track record of achievement dating back more than 100 years. Our mission is to make the discoveries that defeat cancer.

As well as being one of the UK's leading higher education institutions in research quality and impact, the ICR is consistently ranked as one of the world's most successful for industry collaboration. As a member institution of the University of London, we also provide postgraduate higher education of international distinction.

We are also a charity and rely on the support of partner organisations, funders, donors, and the general public.

[Find out more about our history, culture, and achievements](#), and how our funders, supporters and partnerships help drive forward our work.

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'.



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

