

little lifts

for people with breast cancer



Brand Executive Job Description

Job Title	Brand & Marketing Executive (Junior level)
Location	Little Lifts HQ, Bowthorpe Hall, Norwich NR5 9AA
Working Week	21-28 hours per week (3-4 days (pro rata 35 hours per week))
Salary	£18,000-19,500 depending on experience
Annual Leave	25 days plus bank holiday (pro rata)
Pension	NEST
Contract Length	Initially fixed term at 18 months.
Reporting to	Founder/CEO

Introduction

We're looking for an enthusiastic, creative and digital-savvy person to join our marketing team. This is a new and exciting role within the organisation and although we are a small organisation, we have big ambitions and a strong reputation for providing high-quality support to people affected by breast cancer.

This new role may suit someone who has recently qualified in marketing or similar, or an experienced individual looking for a flexible part time role.

Working closely with the Founder, the Brand & Marketing Executive will play an important role in supporting the rest of the team with all aspects of growing the Little Lifts brand with a particular focus on managing our digital channels (including our website), creating content for social media and email marketing, and supporting the wider team to deliver effective fundraising and awareness raising campaigns.

This is an exciting time for the charity as we look to significantly grow our income and profile to achieve our vision, supporting many more people affected by breast cancer. To be successful in this position, you need to be hands-on, collaborative, creative and proactive in your approach. Your

little lifts

for people with breast cancer

contribution will significantly help to provide practical and emotional support to people affected by breast cancer.

What is Little Lifts?

In the UK, 55,000 women will be diagnosed with breast cancer every year, and 350 men. Our mission is to support everyone who faces chemotherapy and/or radiotherapy for breast cancer, by giving them a Little Lifts box at the start of, or during, their treatment.

We support people undergoing chemotherapy and/or radiotherapy treatment for primary and secondary breast cancer by giving them a Little Lifts box:

- In the East of England, our hospital partnerships ensure that every eligible person is reached.
- Elsewhere in the UK, people can apply to our 'Kindness Fund' to access our support (our response to the pandemic).

We understand that every person's experience of breast cancer treatment is different. That's why Little Lifts boxes are full of items carefully selected to provide practical support, as well as mood-boosting goodies to promote emotional wellbeing – but it isn't just what's inside the box that provides support. Recipients tell us that the sense of solidarity and kindness they experience is equally valuable.

We are an ambitious charity having already supported over 5000 people since our launch in October 2017, and, despite these uncertain times, we are driven to support many more people with breast cancer in the years to come.

Please visit [our website](#) to find out more.

The Role

Objective:

Working closely with the Founder, this role will play an important role in supporting the rest of the team with all aspects of brand and marketing for Little Lifts with a particular focus on managing and maintaining our digital channels, including a new website launching mid-April 2022. With a passion for brand and creativity you will have strong organisational skills, a keen attention to detail and be a confident communicator.

The Brand & Marketing Executive will also work closely with the Founder and fundraising function to design and deliver fundraising campaigns ensuring all communications are optimised to drive supporter engagement and loyalty.

The Brand & Marketing Executive will also work closely with an external social media consultant to develop and maintain social media channels including planning, creating, and scheduling content.

This new role includes managing the website, digital communications, video production, design, developing case studies, writing for the website and managing social media content across multiple platforms.

Core responsibilities of the role:

- To work with the Founder, and the rest of team, to execute the brand and marketing strategy.
- Working closely with external social media consultant to provide day-to-day management, including creation, scheduling, posting and moderation of the organisation's social media channels.
- Assist in designing and creating marketing materials briefed by the Founder, Events and/or Operations Manager to support delivery of the organisations fundraising campaigns, events and operational activity including graphics, video, digital and printed material and liaising with third party suppliers as required.
- Manage and create (with support from wider team for input) the organisation's social media content and schedule and working with external consultant to use insight to create engaging content that supporters want to engage with.
- Design, test, deliver and evaluate email marketing campaigns (minimum quarterly) as required by the Founder to drive supporter engagement, income and campaigner actions.
- Copywriting to brief for a range of mediums, including web copy, e-newsletters, social media, case studies and printed materials. Working with volunteer copywriter to assist you with these tasks.
- Day-to-day management of the website, including adding and removing content, updating latest news, ensuring the website content is in line with the brand and tone of voice.
- Work closely with Events Manager to design and promote fundraising events and marketing resources to supporters across all digital channels.
- Support and provide photography and video content at fundraising events, packing parties, box deliveries etc that can be used across all digital platforms.
- Proactively support the wider team to ensure that the integrity of the CRM (E-Tapestry) database is maintained to a suitably high standard.
- Support creative design using Canva.

little lifts

for people with breast cancer

- Work with Founder to develop a brand Ambassador programme, working with influencers to promote the work of Little Lifts.
- At the request of the Founder, undertake any other duties consistent with the post and assist with other areas of work as required

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> - Education to GCSE standard including Maths and English Language grade C and above. - Educated to degree level or with the equivalent work experience. - Marketing or digital communications qualification, or equivalent through experience. 	<ul style="list-style-type: none"> - Experience using Mailchimp or similar. - Experience of using 3rd party scheduling platforms such as later.com. - Familiarity with the charitable and not-for-profit sector. - Experience of using Canva or similar design programmes, or willingness to learn. - Experience or willingness to learn video editing and design.
Skills & Experience	<ul style="list-style-type: none"> - Excellent interpersonal skills, including the ability to take instructions, work well within a team and build relationships with colleagues and volunteers in different functions as well as external stakeholders. - Creativity to develop ways to engage existing and new audiences in campaigns to achieve support. - Understanding of design platforms such as Canva. - Excellent communication and copywriting skills, including the ability to work to a brief and understanding the needs of different audiences. - An understanding (and experience) of digital and traditional marketing channels and social media platforms. - Confident project management and organisational skills to oversee on-going maintenance of website, social media platforms and any other marketing-based project work such as campaigns. - Experience and/or interest in designing, coordinating and producing campaign materials, including for online channels. 	<ul style="list-style-type: none"> - Professional experience in a marketing or social media role. - Knowledge and/or experience of marketing and communications strategy. - Experience with digital marketing channels, including websites, email marketing and organic/paid social media. - Knowledge and/or experience of Google Analytics, email marketing platforms, online advocacy platforms and CRM databases or a strong willingness to learn. - Knowledge or interest in photography and editing programmes, or a willingness to learn. - Experience of working or volunteering within the charity sector. - Knowledge of fundraising regulations and GDPR.

little lifts

for people with breast cancer

	<ul style="list-style-type: none">- Ability to work on own initiative in what can often be a fast-paced environment and manage competing priorities.- Ability to work independently and as part of a team.- Experience of using Outlook and Microsoft Office.	
Personal Attributes	<ul style="list-style-type: none">- A positive and flexible approach to work and willingness to work occasional unsociable hours as necessary, including some weekends and evenings.- A passion and commitment to support people affected by breast cancer.- Ability to travel across Norfolk, Suffolk & Essex (where required).	

Additional Information:

For an informal chat about this role, please contact Oa Hackett, Founder, via email oa@littlelifts.org.uk

How to apply:

To apply, email Oa - oa@littlelifts.org.uk with CV and covering letter (no longer than two sides of A4) about why you would be great at this role - we'd love to see your creativity in your covering letter. A little tip – we want to see how you meet the criteria in our person specification. Please provide two references to support your application in your covering letter.

Closing Date: 5pm Wednesday 22nd June 2022

Interview Date: Friday July 1st 2022

At interview, we will need to see proof of your eligibility to work in the UK.

Our Equal Opportunities Policy can be viewed [here](#).

The information you provide us with will be stored and used in line with our [privacy policy](#).

We will only pass your information on to third parties with your consent or where we are required to by law.