



### Details

**Job Title:** Head of Marketing Operations  
**Job Grade:** Head Of  
**Reports to:** Director of Marketing, Brand and Communications  
**Based in:** Harrogate  
**Hours:** Full time, 37 hours

### Overall Purpose

The Head of Marketing Operations is a strategic role, responsible for providing vision and leadership to:

- develop the charity's marketing plans in response to business need
- manage the marketing department's operations, prioritising workload and overseeing processes, technologies and team performance to ensure campaigns are delivered on time and within budget.
- analyse results and data to measure campaign effectiveness, optimise processes for continuous improvement, and report results to the charity's leadership team

### Key Responsibilities

#### Strategy and Planning

- Place the needs of supporters' and people with cancer at the heart of the charity's marketing content and activity
- Plan and prioritise the work of the marketing operations team
- Develop and communicate the marketing roadmap to the charity's senior leadership team, Board of Trustees and wider charity
- Build and reinforce the brand, increase the number of committed donors and generate fundraised funds
- Review, prioritise, respond to and schedule briefs for marketing activity from other departments, including the teams responsible for brand strategy and communication, fundraising, supporter experience, retail and research
- Oversee the charity's digital marketing content strategy and its delivery
- Oversee the charity's graphic design and copywriting outputs

- Deliver fully integrated marketing campaigns to meet mutually agreed objectives, on time and within budget
- Analyse charity data and insights to inform a segmented, tailored approach to marketing communication
- Evaluate, select and deploy new and updated technologies, such as AI and CRM, to drive campaign efficiency and effectiveness
- Review charity and other relevant marketing campaigns to identify sector strengths, weaknesses, threats and opportunities, reporting the findings to others where relevant
- Monitor, review and report campaign performance, understanding what has worked well and what will need to be changed or avoided for future campaigns
- Adhere to relevant regulations and legal requirements such as GDPR and fundraising regulation.

### **Team Leadership**

- Lead and motivate the Marketing Operations team to deliver first-class campaigns and marketing activity
- Recommend budgets and resource requirements to support the charity's Marketing Operations
- Identify requirements for marketing team roles and shape role profiles
- Agree individual team member Personal Development Plan objectives and meet each team member monthly to discuss progress, achievements and learnings
- Coach line reports to help them achieve their objectives and personal goals
- Promote a culture of team purpose, alignment and continuous development
- Work with team members to identify their knowledge gaps and training needs, and support them to address these unmet needs
- Regularly bring team members together to share knowledge, maintain connection and support effective teamworking
- Help team members and colleagues create clear marketing briefs before commencing any work/activity that requires financial and/or employee resource
- Ensure the Marketing Operations team actively builds the charity brand and reflects the charity's values in every interaction with the public.

### **Planning and Management**

- Shape marketing team processes and ways of working so that the marketing team works collaboratively and effectively both with each other and areas of the charity
- Create business cases for new activity, identifying the budget and resource required to achieve the optimum campaign and marketing return-on-investment
- Identify and implement process improvements to enhance marketing efficiency and effectiveness
- Recommend campaign KPIs and report against them, highlighting variances and plans to mitigate shortfalls
- Provide progress reports to the Board of Trustees, Income Generation Committee (Board sub-committee) and the charity's leadership team as required.

### **Managing Relationships**

- Actively and constructively contribute to the work and discussion of the charity's Leadership Team
- Create and manage strategic partnerships with distributors, suppliers, stakeholders, and retail team to promote the charity's services and propositions
- Build strong relationships with internal charity channel owners (retail network, cancer services, corporate and philanthropy fundraisers, for example)
- Work with the Heads of Brand Strategy and Communication, Fundraising and Supporter Experience to align respective and joint plans, priorities and workload
- Work closely with the Head of Brand Strategy and Communication to ensure all marketing activity reinforces the Yorkshire Cancer Research brand identity, messaging and tone-of-voice.
- Work closely with the Head of Supporter Experience to ensure all supporter acquisition and fundraising campaigns have a clear supporter (customer) journey map and ongoing contact strategy to be implemented by the Supporter Experience team.
- Lead on cross-organisational projects and workstreams that support the charity's marketing plans.

### **Executive and Board Support**

- Bring relevant supporter trends and insights to the attention of the Executive and Board
- Prepare and deliver management reports and input to charity reporting

- Report and give advice on individual supporter matters to Directors, Board of Trustees and wider charity.

### **Qualifications**

- Preferably educated to degree level or higher
- Evidence of continued professional development would be advantageous
- Member of the Institute of Fundraising
- Qualifications from the Institute of Fundraising, such as the Diploma in Fundraising and Advanced Diploma in Fundraising, would be advantageous.

### **Knowledge and Experience**

- Significant experience managing or leading a marketing team
- Significant experience developing integrated marketing campaigns that deliver a return on investment
- Significant experience leading a team at a senior level
- Good knowledge of marketing tools and skills including audience segmentation, delivering campaigns, and use of digital platforms.
- Excellent experience of leading projects and/or complex campaigns to deliver customer/supporter benefits.
- Experience of adhering to, and ensuring team members' adherence to regulatory frameworks, with some awareness of fundraising regulation
- Senior level experience of project management and leading change programmes.
- Knowledge/awareness of fundraising legislation, the Fundraising Regulator and best practice standards

### **Skills and Abilities**

- Strong leadership skills, with the ability to navigate teams through change
- Able to build strong relationships at all levels, based upon integrity, trust and collaboration
- Able to bring innovative, creative thinking and fresh ideas to an organisation
- Excellent communication, influencing and negotiation skills including convincing and persuasive written and oral communication with the ability to present and convey complex ideas and issues clearly and coherently.

- Able to develop and deliver complex projects using formal project methodologies, including budget control and risk management
- Excellent financial planning skills
- Highly self-motivated and able to work autonomously, take initiative and make decisions.

#### Other Requirements

- Ability to travel across the Yorkshire region
- A willingness to complete our pre-employment checks (to be undertaken once the role is offered and accepted) which include:
  - A check on your employment history by seeking two references
  - A check on your eligibility to work in the UK as per the Immigration, Asylum and Nationality Act 2006
  - A check on your highest educational achievement(s)
  - A check on your professional qualification(s)
  - A DBS check at the level relevant to your role.
  - Satisfactory completion of a pre-employment health assessment. If needed, you will also be required to undergo a medical assessment (at the charity's expense) by a medical practitioner of the charity's choosing.

#### DBS Check Level

This role requires a DBS check at basic level.

#### Values and Behaviours

- Passionate about the values of Yorkshire Cancer Research (see 'Our Values' below).
- Safeguarding is the responsibility of all employees who must remain aware and vigilant to potential safeguarding breaches and always report any suspicions or incidents following our internal reporting guidelines which will be shared during induction.
- Yorkshire Cancer Research operates a strict 'no smoking' policy throughout our premises, car parks and vehicles. Employees must not smoke whilst wearing charity branded clothing or whilst on duty. If the post holder chooses to, the charity will help and support them to stop completely or temporarily abstain from smoking during their working hours.

## Our Values & Behaviours

## Our Values



## Our Behaviours

	Behaviours
<p><b>Here for Yorkshire</b></p>	<p><b>The needs of people in Yorkshire come first</b></p> <p>Yorkshire Cancer Research exists to prevent diagnose and treat cancer in Yorkshire. The needs and interests of people in Yorkshire are at the forefront of what we do, how we think and how we act.</p> <p><b>People are the heart of everything we do</b></p> <p>When we develop new plans, projects and activities, we actively seek patient, supporter and/or customer input to inform our approach and decision-making.</p>
<p><b>United by the Cause</b></p>	<p><b>United by the need to <i>Give Yorkshire More Life to Live</i></b></p> <p>We are transparent and open in what we do and what we say, uniting to support one another in achieving our shared goals.</p> <p><b>We collaborate with each other and other organisations</b></p>

	<p>We work to build relationships based on trust and collaboration. We seek to understand the needs and objectives of others to establish the common ground and agree how we can work together to benefit people in Yorkshire.</p>
<p><b>Think Big and Bold</b></p>	<p><b>We deliver world-leading research and services</b></p> <p>We evaluate worldwide research and we test and we learn in order to drive the greatest advances and impact in cancer research and services. We promote a culture of continual improvement and innovation.</p> <p><b>We dare to think differently to Give Yorkshire More Life To Live</b></p> <p>We are ambitious and not afraid to try something new or difficult when it comes to achieving our goals.</p> <p>Nor are we afraid to make difficult decisions when they are in the best interests of those we exist to serve; the people of Yorkshire.</p>
<p><b>Making it Happen</b></p>	<p><b>We create and build solutions</b></p> <p>We are focused on understanding the impact of our work and the difference it is making. We ensure we are always pushing forward the achievement of our charity's vision.</p> <p><b>We approach our work with positivity, energy and drive</b></p> <p>We see every challenge as an opportunity to provide a solution.</p> <p>When it comes to preventing, diagnosis and treating cancer, we deliver pioneering solutions <i>To Give Yorkshire More Life To Live</i>.</p> <p>We pursue our goals with enthusiasm and commitment; always asking 'Can I, and can we, do more?'.</p>

## Job Applicant Privacy Notice

### Data controller: Yorkshire Cancer Research (the Charity)

As part of any recruitment process, the Charity collects and processes personal data relating to job applicants. The Charity is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

### What information does the Charity collect?

The Charity collects a range of information about you. This includes but is not limited to:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and
- equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

The Charity collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

The Charity will also collect personal data about you from third parties, such as references supplied by former employers, information from employment background check providers and information from criminal records checks. The Charity will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

### Why does the Charity process personal data?

The Charity needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the Charity needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

The Charity has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Charity to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Charity may also need to process data from job applicants to respond to and defend against legal claims.

Where the Charity relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The Charity processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the Charity processes other special categories of data, such as information about ethnic origin, sexual orientation, health or religion or belief, this is for equal opportunities monitoring purposes.

The Charity is obliged to seek information about criminal convictions and offences. Where the Charity seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

If your application is unsuccessful, the Charity will keep your personal data on file in case there are future employment opportunities for which you may be suited. The Charity will ask for your consent before it keeps your data for this purpose, and you are free to withdraw your consent at any time.

### **How we use AI in the recruitment process**

We use AI based tools to assist with parts of the recruitment process. The tool may:

- Review applications for matches to essential and desirable criteria
- Analyse key words, skills, qualifications or experience
- Rank or score applications
- Identify where candidates indicate they do not meet essential requirements (e.g., answering 'No' to mandatory questions) and flag such applications for filtering

If the role requires specific mandatory skills or qualifications, the AI tool may:

- Automatically flag or filter candidates who have indicated they do not meet those essential requirements
- Present filtered applications separately for review
- Recommend that such applications do not proceed

A human decision maker will remain involved at all stages of the recruitment process. We do not make final recruitment decisions based solely on AI and the recruitment team examine all AI recommendations before any application is progressed or rejected.

We use AI tools to:

- Increase consistency and fairness in screening
- Manage high volumes of applications efficiently
- Help identify applicants who meet the essential criteria for the role
- Reduce human error and unconscious bias
- Support (but not replace) human decision making

To ensure fairness and protect your rights, we apply the following safeguards to any AI assisted decisions:

- AI outputs are always reviewed by human decision makers
- All candidates may request human intervention or contest AI influenced decisions
- We regularly assess AI tools for accuracy and bias
- We maintain transparency regarding what the tools do and don't do.
- Essential criteria used for filtering are clearly set out in the job description or application form

### **Who has access to data?**

Your information will be shared internally for the purposes of the recruitment process. This includes members of the HR and senior executive teams, interviewers involved in the recruitment process, managers in the Charity's team with the vacancy and IT staff if access to the data is necessary for the performance of their roles.

The Charity will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Charity will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and the Disclosure and Barring Service to obtain necessary criminal records checks.

The Charity will not transfer your data outside the United Kingdom.

### **How does the Charity protect data?**

The Charity takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties. The Charity has a Data Protection Policy and an ICT Acceptable Use Policy which apply to all its employees.

### **For how long does the Charity keep data?**

If your application for employment is unsuccessful, the Charity will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow the organisation to keep your personal data on file, the Charity will hold your data on file for a further period of 6 months for consideration for future employment opportunities. At the end of that period or once you withdraw your consent, your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new employee privacy statement.

### **Your rights**

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the Charity to change incorrect or incomplete data;
- Request human intervention in AI supported decisions;
- Contest an AI assisted decision;
- require the Charity to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the Charity is relying on its legitimate interests as the legal ground for processing; and
- ask the Charity to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Charity's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact the Charity's Company Secretary, Joanne Mornin ([joanne.mornin@ycr.org.uk](mailto:joanne.mornin@ycr.org.uk))

You can make a subject access request by contacting the Company Secretary.

If you believe that the Charity has not complied with your data protection rights, you can complain to the Information Commissioner.

**What if you do not provide personal data?**

You are under no statutory or contractual obligation to provide data to the Charity during the recruitment process. However, if you do not provide the information, the Charity may not be able to process your application properly or at all.

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