

Job Title: Email Marketing Officer

Reports to: Email Marketing Manager

Team: Digital Marketing

Salary: £30,000-£34,000 plus benefits

Line Management Responsibility: N/A

Key relationships: Charities, Data, Marcomms & Trust teams

Overview:

We view Email as a key growth opportunity in our digital mix. As such, the Email Officer will work alongside the Email Marketing Manager as a consultant to wider stakeholders and help to establish the foundations of a scalable email programme. As well as growing our supporter base across our 3 brands and creating emails they look forward to seeing in their inboxes.

You will join a team of marketing specialists playing a pivotal role in merging marketing and technology, supporting stakeholders' fundraising ambitions, and helping the Foundation achieve its mission to build the foundations of a healthier society.

About us

Guy's & St Thomas' Charity, Guy's Cancer Charity and Evelina London Children's Charity are part of Guy's & St Thomas' Foundation. Our collective mission is to build the foundations of a healthier society.

As part of our team, you will work alongside talented people from a mix of personal and professional backgrounds. We are a Living Wage employer and support flexible working, part-time roles and job shares. Though our ambitions are serious, this is a friendly place to work with lots of opportunities to meet and socialise with colleagues. We believe there is immense power in diversity and aim to recruit and nurture talent who think and act differently.

There is more information about working with us on our website, where you can read about:

- how we approach recruitment

Our family of brands includes:



- our team, culture and values
- the benefits of working with us and our approach to diversity, equity & inclusion, health & wellbeing, and learning & development

Job Description

Key responsibilities:

- Use your knowledge of email excellence to bring surprise and delight to the inboxes of our supporters, contributing to the quality of their supporter experience across our 3 brands.
- Act as the frontline email expert, using your specialised skills, knowledge and experience to provide consultation to stakeholders guiding them on best practices for emails, campaigns and audience management.
- Be hands-on overseeing the email delivery process from briefing to send by creating email briefs, reviewing the content, managing UTMs and building emails and/or automations. As well as, working with the other officers in the team to triage short-form briefs and action changes.
- Assist in the formation, dissemination and maintenance of key email delivery processes, such as the email calendar, campaign delivery planner on Monday and email quality checklist helping to embed the processes across teams for efficient delivery and alignment.
- Maintain and expand our email reporting to include key metrics, across campaigns, automations and lists. Helping to establish performance benchmarks for key activities, identifying trends and feeding back to wider stakeholders to inform future activity and audience knowledge.
- Identify and utilise insights for data-driven decision-making when formulating campaigns and consulting with stakeholders.
- Stay informed about trends and changes in the Email landscape that impact delivery, tech and reporting for accuracy and continuous development.
- Assist in establishing and managing the email testing framework ensuring it is aligned with wider departmental testing pillars and prioritised based on impact to investigate assumptions deepening channel knowledge.

Our family of brands includes:

Impact
on **Urban
Health**

 **Evelina
London
Children's
Charity**

**Guy's &
St Thomas'
Charity
&...**

**Guy's Cancer
Charity**

Person Specification

Knowledge and experience

- At least 2 years of email marketing experience, not limited to the not for profit or health sector.
- A knowledge of at least 2 ESPs and the platforms that form an email tech stack, such as CRMs and integrations.
- Knowledge of the role data plays in audience segmentation and key segments.
- Demonstrable experience planning and building emails based on data-driven decisions and overseeing delivery from planning to send.
- Experience working with stakeholders of different levels with the ability to confidently communicate informed by experience.
- Knowledge of the different types of emails and automations which form an email programme.
- Experience using raw email data to formulate metrics relevant to an email programme, from emails to list, and meaningfully developing reporting.
- Have a knowledge of changes in the email landscape and their impact.
- Knowledge of consent, and data protection and processing legislation.

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Skills & abilities:

- Passionate about email marketing and stay up to date with changes in the email marketing landscape.
- Knowledge of the elements that create engaging and accessible emails of all types.
- Comfortable using email and wider digital marketing technologies.
- Awareness of audience management practices and the techniques required to maintain list hygiene.
- Experience using analytics platform, such as Google Analytics, to widen reporting beyond in-email metrics for a fuller view of performance.
- Ability to identify insights for impactful testing opportunities.

Personal Attributes

- Comfortable speaking with stakeholders of different levels, providing guidance and clear reasoning for decisions.
- Enterprising approach, always looking for ways to improve performance and efficiencies.
- Curious, analytical mindset always informing decisions based on insight with a test and learn approach to ideas.
- Motivated by results and comfortable working in a data driven environment.
- Organised and detail oriented with the ability to proactively manage workloads.
- Dedicated to our values and mission.

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How to apply

Thanks for your interest in working with us. We're working hard to ensure we recruit great people and minimise unconscious bias in our selection process.

To find out more about the role, please contact jobs@gsttcharity.org.uk

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