

Job Description

Senior Direct Marketing Officer (Acquisition and Welcome) FC1913



Role Details

Reports to: Supporter Acquisition and Welcome Manager

Location: Southwark, London with potential for occasional overseas travel. Please note, offices are moving to Fenchurch Street in October 2019

Hours: Full time. 35 hours a week, 9am to 5 pm, Monday to Friday

Salary: £36,436 per annum

Contract type: Permanent

Closing date: 18th June 2019

Our vision and mission

Our vision is of a world in which working horses, donkeys and mules are free from suffering.

Our mission is to transform the lives of vulnerable working horses, donkeys and mules around the world. We relieve their immediate suffering and create lasting change by working with people, communities and organisations.

About Brooke

Brooke is an international animal welfare charity working to improve the lives of working horses, donkeys, mules and the people who depend on them.

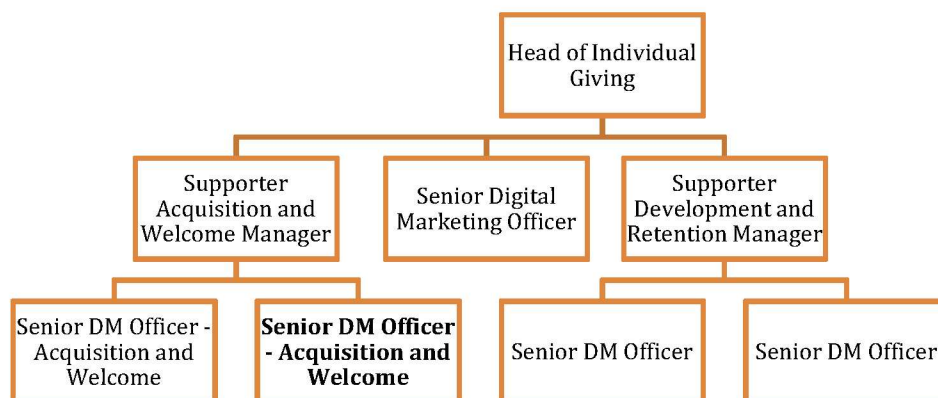
We reach over 2 million working animals across Africa, Asia, Latin America and the Middle East. Our staff include vets, animal welfare experts and advocacy and development specialists.

Our aim is to equip local people with the knowledge and skills to give their horse, donkey or mule a better life.

Our Values

We are proud to be Brooke. We are resourceful, share new ideas and help each other succeed. Together we make change happen.

Department Structure and Position of the role



This role sits within Supporter Acquisition which is part of the Individual Giving team. Individual Giving is responsible for raising income in the UK from individuals, through various methods to support Brooke's international projects. Other teams in IG are Retention and Development, Legacy and Community Fundraising.

Purpose of Role

This Senior Direct Marketing Officer is responsible for the implementation, management and delivery of a portfolio of digital and offline acquisition and welcome campaigns in order to achieve net income/new donor targets.

Key Responsibilities and Duties

- To project manage offline and digital campaigns and activities using a data-driven approach, including briefing on and agreeing data for target audience and using this to develop, implement, manage, monitor and evaluate campaigns to these audiences with a strong focus on acquisition of new donors.
- As directed by the Supporter Acquisition and Welcome Manager, manage annual budgets relating to specific audiences and campaigns and to contribute to the overall budget setting process for the Direct Marketing Team.
- To manage and deliver agreed personal and team income targets, and ensure regular monitoring and managing of income targets and expenditure. To proactively alert the Supporter Acquisition Manager if income and expenditure targets are not going to be met.
- To provide regular updates and reports on income and expenditure to date, forecasts for the income/expenditure to year end. To work closely with other fundraising staff and the Finance department to resolve queries and anomalies in income and expenditure figures.
- To research, appoint, manage on a day to day basis and monitor the work of external agencies using service level agreements (SLAs), including direct marketing, telemarketing agencies etc. To review service level agreements (SLA's) to ensure efficient and effective services are provided to Brooke at all times, and if required make suggestions for improvement.
- To accurately brief and work closely with internal teams and agencies/suppliers to design and develop direct marketing campaigns from concept, data selection, copywriting, creative approval of print and digital advertising and other communication materials. To ensure that all materials produced are within Brooke's brand guidelines and fundraising tone of voice, and take account of other fundraising activities within Brooke as required.

- To ensure that prices/quotes for direct marketing activities are competitive and cost effective for Brooke. To authorise invoices for direct marketing activity within the post holder's responsibility. To deal with and resolve queries relating to invoices and payments.
- To provide high level of customer care when communicating with supporters and other key Brooke stakeholders as necessary, by telephone and in writing and in person e.g. at fundraising events.
- To interpret numerical and statistical information to produce evaluation reports after all Direct Marketing campaigns, analyse results to draw on key findings (financial & non-financial) and emerging trends to inform development and decisions on the programme for the current financial year. To highlight attention to any significant trends which may directly impact on the current or future year's strategy and communication plans.
- To maintain, develop and improve processes and procedures as necessary and ensure these changes are implemented effectively and to liaise with Supporter Care and Finance teams and other staff as required regarding changes in processes and procedures.
- To keep abreast of any developments in the direct marketing sector for example maintaining up to date knowledge of direct marketing fundraising approaches, best practice and opportunities to increase Brooke's fundraising income.
- To keep abreast of legal and regulatory requirements as they affect Direct Marketing activity, for example, adhering to the Data Protection regulation, Gift Aid legislation, Mailing and telemarketing preferences etc.
- Work with internal teams to gain content. Work with animal welfare colleagues and country co-ordinators to gain excellent stories we can use to inspire new and existing supporters.
- To effectively manage own workload to deliver projects to timescale and particularly to meet agreed deadlines, specifically predetermined deadlines such as for direct marketing campaigns e.g. print/publishing dates, mailing dates and dates for communication to supporters.
- To proactively work with Brooke Digital Team to maximise on the opportunities Brooke web and social media platforms provide fundraising plans.

- To undertake any other duties not specified above and that are within the context and grade of this post.

General

- Follow Brooke's equal opportunities statement which aims to clarify the value we place on diversity and steps we take to promote equality of opportunity for all.
- Perform such additional tasks as may reasonably be requested from time to time by the Line Manager.
- Adhere at all times to Brooke's policies and procedures

Person Specification

The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which the decision on who to appoint will be made. Please ensure that you show how you meet the criteria outlined below in your application.

Knowledge and experience		Essential	Desirable
1	Education & Income Generation 1: Educated to GCSE level or equivalent, extensive Direct Marketing experience with a proven track record in Acquisition and Welcome programmes.	x	
2	Income Generation 2: Proven Track record of achieving individual income targets, managing budgets including forecasting, monitoring and regular reporting against budgets and targets.	x	
3	Communication: Excellent interpersonal skills and able to interact effectively with a diverse range of people. Excellent verbal and written English skills ensuring communication face to face, via the telephone and via letter/emails is of a high level.	x	
4	Project Management: Strong, demonstrable project management experience including devising and managing 1 year marketing strategies and being accountable for the outcomes.	x	
5	Relationship building: Proven experience of donor relationship management/development and database marketing/development	x	
6	Analytical Skills: Proven research and analytical skills, with the ability to manipulate data and to present data in both statistical and written formats and using data to inform plans and decisions.	x	

7	Budgeting: experience of producing budgets, reporting variances against the plan and re-forecasting.	x	
8	Planning: Proven track record of prioritising a varied workload and experience of handling multiple priorities, excellent time management skills, accuracy and keen attention to detail.	x	
9	Management: Experience of managing and working with third-party suppliers to agreed SLA's and experience of supervisory duties.	x	
10	IT: A good understanding and experience of working with databases and Microsoft Office including Word, Excel, Outlook and PowerPoint.	x	
11	Channels: Experience with Digital, DRTV and/or SMS campaigns		x
12	Sector awareness: Up to date knowledge about fundraising, direct marketing and compliance		x

Our Competency Framework

Brooke's competency framework translates Brooke vision, mission and values into easily identifiable behaviours that all staff are expected to demonstrate at all times.

Competency	What it means
Self-Management	Taking responsibility for own actions, behaviours and outcomes
Learning	Taking responsibility for own learning and fostering growth and development in others
Relationship Building	Creating and maintaining harmonious and constructive working relationships with others internally and/or externally
Planning and Organising	Ensuring that time and resources are utilised to best effect for the achievement of Brooke's goals and our mission and that others are committed to agreed courses of action
Effective Decision Making	Making clear, informed and timely decisions that lead to effective outcomes in line with Brooke's mission

Change and Improvement	Seeking out and developing new ideas and approaches, responding positively and constructively to change and fostering a culture of continuous improvement
Collaboration and Cooperation	Working respectfully, effectively and collaboratively with others in your team, across the organisation and externally to deliver effective outcomes
Communication & Influence	Communicating clearly, concisely and compellingly in a manner that is appropriate to the audience. Engaging respectfully with others both internally and/or externally to persuade them to adopt courses of action that are in the best interests of the organisation and the animals

Employee Benefits:

Brooke has a competitive benefits package. To find out more, please visit:

<https://www.thebrooke.org/about-brooke/jobs/employee-benefits>

If you wish to get in touch with us, please contact HR at recruit@thebrooke.org