

JOB PROFILE: DIRECT MARKETING MANAGER

Role:	DIRECT MARKETING MANAGER	Date profile last reviewed:	December 2023
Name:		Reports to:	Head of Individual Giving

MAIN SUMMARY OF ROLE:

Support from individuals through the direct marketing programme was responsible for £1.2M of income in 2023 and the organisation has ambitions to grow this figure through the expansion of the Regular Giving programme. This expansion has already begun with the volume of active Regular Givers increasing by over 2,000 since January 2022.

The person in this role has responsibility for continuing this growth, organising all aspects of the direct marketing programme and managing the Senior Supporter Acquisition Executive and the Direct Marketing Fundraiser.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Set income and expenditure budgets for supporter recruitment and development in line with the Fundraising Strategy and annual Business Plan.
- Manage the Senior Supporter Acquisition Executive and the Direct Marketing Fundraiser ensuring they meet their annual objectives.
- To maintain, monitor, review and develop relationships with external agencies and suppliers. Ensure they meet the agreed Service Level Agreement.
- Monitor performance of agreed fundraising activity, supporting the team to report on performance and make and act on recommendations for future activity as a result.
- Report on the income and expenditure of each activity against the agreed targets
- Provide commentary on the monthly management accounts to explain the income and expenditure levels for regular giving and cash appeals. Highlight any significant variance with detailed reasons.
- Regularly review the mix of Direct Marketing activities to ensure maximum reach and targets are met.
- Develop and review supporter journeys to ensure we retain donors and maximise opportunities to uplift/cross-sell.
- Ensure data processes are in place and being followed, so that one-off and regular donations processed by third party suppliers are accurately recorded on the database.
- Liaise with other members of staff to ensure the needs of the organisation are met through the Direct Marketing programme in terms of promoting appropriate activities/events and raising money for particular areas of work.
- Ensure head office and regional colleagues are kept up to date with current Direct Marketing activity
- Ensure revenue from gift aid is maximised.
- Produce reports on KPI's for the Head of Individual Giving when required.
- Manage the Direct Marketing budget to ensure we receive good value from suppliers and projects are met within the pre-agreed expenditure.
- To ensure implementation of all relevant Fund policies and procedures
- To attend meetings, conferences and training events as agreed with your line manager.
- Such other duties as may reasonably be required.

COMPETENCIES REQUIRED FOR THE ROLE	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> Deciding and Initiating Action Delivering results and meeting customer expectations Persuading and influencing Writing and reporting Planning and organising Analysing Leading and supervising 	<ul style="list-style-type: none"> Achieving personal work goals and objectives Coping with pressure and setbacks Presenting and communicating information Learning and researching Relating and networking Working with people Applying expertise and technology
QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE	
Academic or Professional Qualifications (or equivalent):	
<p style="text-align: center;"><u>Essential</u></p> <ul style="list-style-type: none"> Professional experience 	<p style="text-align: center;"><u>Desirable</u></p> <ul style="list-style-type: none"> Membership of the Institute of Fundraising
Knowledge/ Experience:	
<p style="text-align: center;"><u>Essential</u></p> <ul style="list-style-type: none"> Minimum 3 years experience of direct marketing. Proven experience of delivering successful acquisition campaigns Proven experience of using a CRM database Proven experience of creating and implementing a supporter journey for individual donors. 	<p style="text-align: center;"><u>Desirable</u></p> <ul style="list-style-type: none"> Experience of managing face-to-face fundraising. Experience of using the CARE Database.
Skills/Abilities	
<p style="text-align: center;"><u>Essential</u></p> <ul style="list-style-type: none"> Able to communicate effectively, empathetically, concisely and confidently on the telephone, in writing and in person to a wide and varied audience Adept in the use of MS Office applications Manages time effectively, meets deadlines and prioritises workload. Uses budgetary and financial planning skills Takes initiative, acts with confidence and works under own direction. Keeps abreast of digital trends and tools. Excellent interpersonal skills Be committed to RAFBF values and ethos 	<p style="text-align: center;"><u>Desirable</u></p> <ul style="list-style-type: none"> Proven ability to write fundraising copy.
Other Requirements:	
<ul style="list-style-type: none"> Travel to other RAFBF and UK locations (as appropriate). To carry out any other duties that is within the scope of the job as requested by the Head of Individual Giving. 	

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME: