



DETAILS OF ROLE		
Role title	Direct Marketing Manager – Acquisition	
Reports to	Head of Public Fundraising	
Direct reports	Direct Marketing Officer	
Directorate & Team	Fundraising   Public Fundraising	
Contract type	Permanent	
Location	17-21 Wenlock Road, London, N1 7GT	
Salary	£42, 000 - £43, 500 per annum	Grade 5 / Zone 1-2

## Who we are and what we do

The Disasters Emergency Committee (DEC) is a unique and dynamic membership organisation which comprises 15 of the UK's leading humanitarian agencies: ActionAid, Action Against Hunger, Age International, British Red Cross, CAFOD, CARE International, Christian Aid, Concern Worldwide (UK), Islamic Relief Worldwide, International Rescue Committee UK, Oxfam GB, Plan International UK, Save the Children, Tearfund and World Vision.

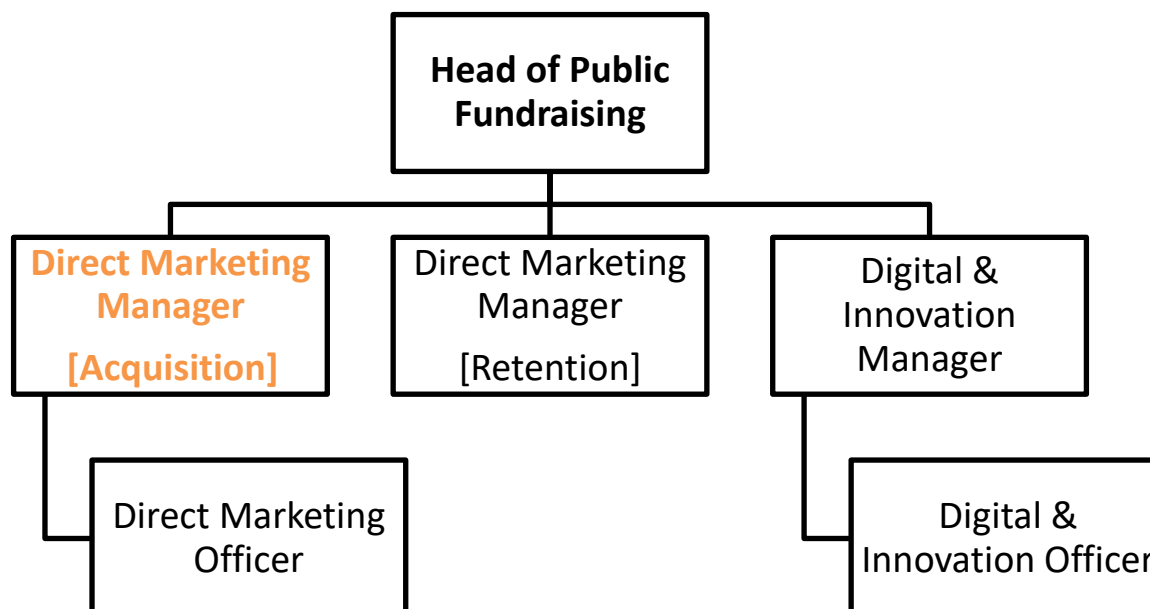
Since it was founded in 1963, the DEC has run over 79 fundraising appeals and raised more than £2.5 billion to help save lives and protect livelihoods in disaster-affected communities around the world.

The DEC launches appeals when there is a humanitarian emergency of such magnitude to warrant a national UK response. DEC fundraising appeals benefit from unique corporate partnerships through our Rapid Response Network and the combined expertise of our member agencies, resulting in wide reaching appeals across high profile TV, radio, and an increasing number of digital channels.

Most DEC funds are raised over an intensive two-week period following a disaster. Appeal funds are specifically for overseas humanitarian work and are normally spent over a two or three-year response period. An important part of the DEC's remit is in learning, accountability and sharing information.

The DEC Secretariat is funded by contributions from its member agencies and a range of core cost funders, and is responsible for the day-to-day running of the DEC. There are currently 42 staff members and a small number of dedicated volunteers, working together to promote the strategic values of collaboration, accountability & transparency, learning, humanitarian, and impartiality.

## Team Structure



### Purpose of the role

The Direct Marketing Manager (Acquisition) is responsible for delivering key direct marketing activities during appeals for major disasters or emergencies.

The post holder will work closely with the Head of Public Fundraising and relevant staff to develop and deliver direct marketing in DEC appeals. During an appeal the post holder will work with key suppliers and agencies to implement the offline marketing campaign (e.g. press, outdoor, DRTV and direct mail).

The post holder will work with the Public Fundraising team to utilise a large database of supporters for communication by email, SMS, and direct mail. They will identify new fundraising channels and ideas for increasing the impact of income generation.

Following each appeal, the post holder will work alongside the Direct Marketing Manager (Retention) to deliver a programme of supporter communications to feedback to them on the impact of their donations and to retain their future support. The post holder will also lead the benchmarking process of DEC Member Agency fundraising performance following each DEC appeal Period of Joint Action (PJA).

The purpose of the role is to:

- Contribute to and develop DEC direct marketing strategies,
- Implement the direct marketing strategies during each appeal with income maximisation and supporter acquisition as the key focus,
- Manage the capturing and analysis of results to ensure channel optimisation between appeals.

Lead the benchmarking process of DEC Member Agency fundraising performance.

### Strategy and Planning

- Develop and implement the direct marketing strategy ensuring that past learnings are built upon, and new ideas are tested.
- Develop and implement a next appeal plan for each area of direct marketing activity.
- Work with colleagues to build a new supporter journey strategy for new donors.
- Develop new direct marketing initiatives and tests with supporter acquisition and income maximisation as the key focus.
- Lead specific projects related to direct marketing activities, possibly in conjunction with Member Agency staff and/or with external consultants.
- Work with the Direct Marketing (Retention) Manager on supporting the development of supporter journeys to ensure timely and relevant communications to all direct marketing audiences.
- Work with colleagues to deliver relevant portions of the DEC's 5-year strategic plan.

### Fundraising

- During each appeal implement the programme of direct marketing to include press, outdoor, DRTV as well as direct mail, email and SMS activities, ensuring relevant tests are included, income is maximised, and costs are controlled.
- Explore innovation opportunities for new and existing direct marketing channels.
- Provide analysis during and following the appeal of performance to measure and report performance against key indicators and develop recommendations for improving impact in the next appeal.
- Provide direct marketing support to community fundraising / volunteering initiatives.
- Maintain an interest in direct marketing innovation for continuous learning and improvement.
- Contribute to the budgeting and financial management of the direct marketing programme.
- Promote organisational values and culture in all work activities.

### Networking and building relationships

- Develop excellent working relationships with the DEC's suppliers including creative agencies, media agencies, SMS and email suppliers, and the print/mailing house
- Lead on the collation of member agency fundraising results, and lead in the analysis and production of member agency benchmarking reports
- Work with permanent and temporary staff at the DEC during appeals to maximise the success of the appeal.

PERSON SPECIFICATION			
Criterion and descriptors		Essential	Desirable
<b>Knowledge / Experience</b>	Strong direct marketing experience with a focus on high volume donor acquisition.	E	
	Demonstrable knowledge of direct marketing techniques such as direct mail, email and SMS.	E	
	Experience of email and SMS content management systems.	E	
	Demonstrable knowledge of offline marketing techniques in press, outdoor, direct mail and telephone.	E	
	A proven track record of developing effective digital and direct marketing strategies, which resulted in significant growth of income.	E	
	Experience of managing complex budgets and proven ability to manage a complex operational plan within very short timeframes and within budget.	E	
	Demonstrable experience of developing new direct marketing initiatives that have successfully met targets at acquiring new donors.	E	
	Excellent understanding of donor motivations and managing donor relationships.	E	
	Experience of using a fundraising database for direct marketing.	E	
	Experience of managing supplier relationships and negotiating contracts.	E	
	Excellent understanding of current trends within charity direct marketing.	E	
	Knowledge of the legal fundraising environment such as data protection, Gift Aid, and fundraising legislation.	E	
	Experience of working within the international sector.		D
	Knowledge of digital marketing techniques and paid search, display advertising.		D
	Experience of using Salesforce and Salesforce Marketing Cloud.		D
	Experience of google analytics.		D

<b>Qualifications</b>	Degree or diploma in fundraising or marketing (or another relevant course).		D
	Member of Institute of Fundraising (or other relevant body.		D
<b>Skills</b>	Excellent communication skills both written and spoken, with the ability to write compelling and emotive fundraising copy.	E	
	Significant technical marketing expertise across a range of direct marketing channels.	E	
	Excellent numeracy, budget development and monitoring skills.	E	
	Excellent planning and project management skills.	E	
	Ability to work under extreme pressure during appeals and to very tight deadlines with excellent attention to detail.	E	
	Proven ability to work effectively across a wide range of internal and external stakeholders.	E	
	Track record of building relationships and managing suppliers.	E	
	High level of new media skills.	E	
	Able to brief and assess creative propositions and products.	E	
	Team worker and self-motivator.	E	
<b>Secretariat culture and mind set</b>	<p>Ensure DEC's values are integral to and are upheld, throughout your DEC journey.</p> <p>Open to effective, personalised support for managing a healthy work-life balance.</p> <p>Acute self-awareness, maintaining behaviour and conduct of the highest standards of professionalism and respect as an ambassador for the DEC.</p> <p>Actively contribute to make the DEC a diverse and equitable workplace through inclusive practice and openness to different perspectives, cultures, and ideas.</p> <p>Embrace the working culture of a progressive learning and demanding humanitarian secretariat, seeking insight and using problems as opportunities to learn.</p>		

This job description is a guide to the nature of the work required of the position at the DEC and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required as the DEC learns and evolves in response to global emergencies.