



DETAILS OF ROLE		
Role title	Direct Marketing Manager – Retention	
Reports to	Head of Public Fundraising	
Directorate & Team	Fundraising   Public Fundraising	
Contract type	Full time. Fixed term x 3 years	
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.

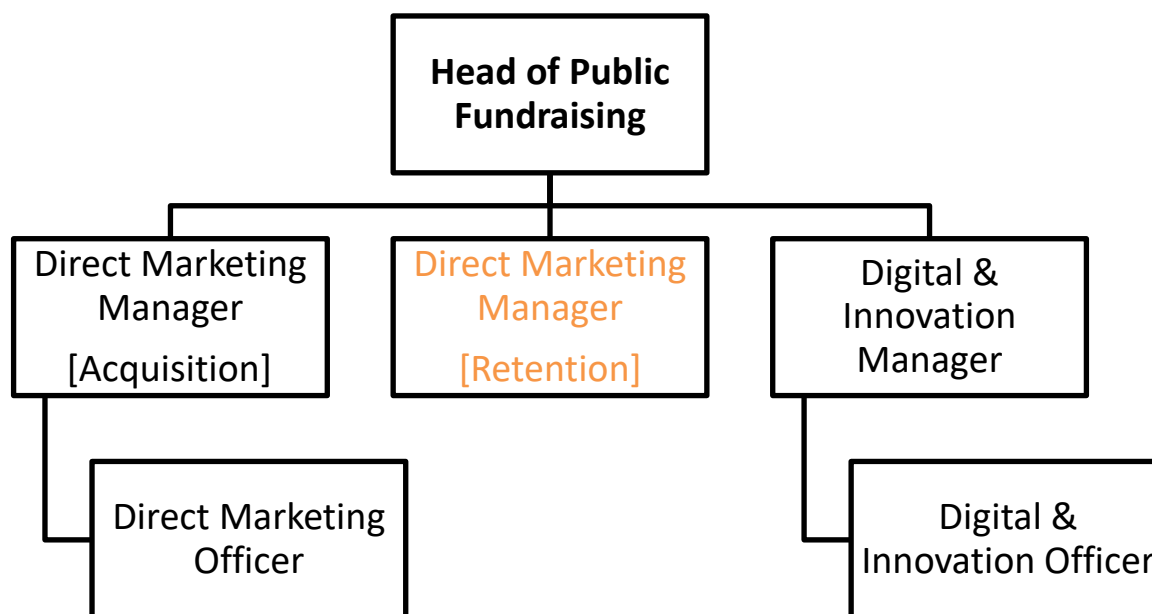
Since it was founded in 1963, the DEC has run over 79 fundraising appeals and raised more than £2.5 billion to help save lives and protect livelihoods in disaster-affected communities around the world.

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 (Retention) is responsible for shaping and delivering new and existing supporter journeys for DEC individual, community and legacy donors, and leading a programme of improvement across all major contact points between the DEC and the public.

The post holder will work closely with the Head of Public Fundraising and relevant staff to develop and deliver direct marketing materials to provide updates and information on how donations are being spent. During the launch of an appeal the post holder will work with key suppliers and agencies to update and monitor fulfilment materials, lead a programme of supporter insight, deliver welcome journeys and support the delivery of wider direct marketing materials where required.

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 may identify new fundraising channels, journeys and ideas for increasing the impact of income generation and lifetime value of donors. They will also oversee and support the delivery of materials that support community fundraising in DEC appeals and a light touch legacy marketing programme.

Following each appeal, the post holder will deliver a major above and below the line programme of supporter communications to feedback to supporters and the public on the impact of their donations and to retain their future support.

The purpose of the role is to:

- Contribute to and develop DEC direct marketing strategies, including the refreshing, implementation and analysis of the DEC's segmentation, in order to maximise future income and continually improve the retention of individual supporters for future emergency appeals,
- Lead on the production of retention and reporting back materials for individual and community supporters,
- Manage the development and maintenance of specific supporter journeys,
- Develop and oversee the materials and supporter positioning for a light touch and mainly reactive legacy marketing programme for the DEC.

## **Key responsibilities and competencies**

### **Strategy and Planning**

- Develop and implement the direct marketing retention strategy, ensuring that past learnings are built upon, and new ideas are tested.
- Develop and implement specific audience journeys for segments across both the life cycle of a DEC appeal and between appeals.
- Lead and build a light touch and reactive legacy marketing function within with Public Fundraising Team that integrates with the life cycle of individual supporter journeys while not changing the DEC's USPs or core supporter proposition.
- Ensure timely and relevant communications to all direct marketing, community, and legacy audiences on the impact of their donations.
- Build an improved supporter journey strategy for new, repeat, and lapsed donors.
- Develop new direct marketing initiatives and tests, particularly as related to individual donor retention, community, and legacy marketing.
- Lead, design, and monitor the collection of audience insight during appeals.
- Lead specific projects related to direct marketing activities as required, possibly in conjunction with Member Agency staff and/or with external consultants.
- Work with colleagues to deliver relevant portions of the DEC's 5-year strategic plan.

### **Fundraising**

- Develop the DEC's donor journeys for individuals and community supporters, monitoring the development of segments and the engagement of repeat donors.
- Provide analysis during and following an appeal of performance to measure and report performance against key indicators and develop recommendations for improving impact in the next appeal.
- Support the stewardship of community fundraisers and groups in conjunction with the Supporter Services team.
- Maintain an interest in direct marketing innovation for continuous learning and improvement.
- Contribute to the budgeting and financial management of the direct marketing programme.

## 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.
- Work with permanent and temporary staff at the DEC during appeals to maximise the success of the appeal.

Competencies	Level & Descriptor	Demonstrable descriptors
<b>1. Delivering Quality Results</b>	<b>C</b> Supports others to achieve outstanding results and to manage risks well.	<ul style="list-style-type: none"> <li>&gt;Supports others to take decisions appropriate for their level.</li> <li>&gt;Encourages mitigating risks across teams they work with/ manage.</li> <li>&gt;Ensures the quality of all internal/external work of own and others.</li> </ul>
<b>2. Planning</b>	<b>C</b> Takes a "helicopter" view and anticipates the future.	<ul style="list-style-type: none"> <li>&gt;Demonstrates an ability to step back from operational issues and see things holistically.</li> <li>&gt;Anticipates how actions will impact other teams and negotiates to reach mutually acceptable solutions.</li> <li>&gt;Demonstrates how complex strategic issues can be broken down into simple discrete steps.</li> <li>&gt;Keeps abreast of the internal and external environment.</li> </ul>
<b>3. Analytical and Innovative Thinking</b>	<b>C</b> Analyses the external environment confidently and creates options for future solutions.	<ul style="list-style-type: none"> <li>&gt;Identifies trends from complex or conflicting data, working confidently with data before making decisions:</li> <li>&gt;Generates a range of policy options and appraises them based on the internal and external evidence.</li> <li>&gt;Develops ways of applying new knowledge and ensures lesson-learning with self and wider team.</li> <li>&gt;Analyses the significance of external events and situations for the DEC.</li> </ul>
<b>4. Communications</b>	<b>C</b> Communicates complex technical and/or sensitive/high risk information effectively.	<ul style="list-style-type: none"> <li>&gt;Resolves intra-team and inter-team conflicts effectively. Communicates complex operational, technical and strategic issues credibly with widely varied audiences.</li> <li>&gt;Influences internal and external audiences on specific issues.</li> <li>&gt;Scans the internal / external environment for key information and messages to support communication strategies.</li> <li>&gt;Understands other's underlying needs, concerns and motivations and communicates effectively in sensitive situations.</li> </ul>

Competencies	Level & Descriptor	Demonstrable descriptors
<b>5. Team Working and Collaboration</b>	<b>B</b> Collaborates effectively across teams and builds strong networks	<ul style="list-style-type: none"> <li>&gt;Raises difficult issues with teams/ partners and stakeholders with a view to positive resolution.</li> <li>&gt;Actively collaborates across teams to achieve objectives and develop own thinking.</li> <li>&gt;Proactive in building a rapport with a diverse range of people.</li> <li>&gt;Actively develops partnerships with relevant organisations, think tanks and individuals.</li> </ul>
<b>6. Leading and Motivating</b>	<b>B</b> Manages own development and seeks opportunities	<ul style="list-style-type: none"> <li>&gt;Seeks and explores opportunities within the DEC which develop skills and expertise.</li> <li>&gt;Recognises the strengths and motivations of other team members.</li> <li>&gt;Coaches and supports team members when they have difficulties (volunteers).</li> <li>&gt;Makes time to learn from experience and feedback and apply the lessons to new situations.</li> </ul>
<b>7. Resilience</b>	<b>B</b> Remains professional under external pressure	<ul style="list-style-type: none"> <li>&gt;Able to adapt to changing situations effortlessly.</li> <li>&gt;Remains constructive and positive under stress and able to tolerate difficult situations and environments.</li> <li>&gt;Learns from own successes / mistakes.</li> <li>&gt;Responds positively to change, embracing and using new practices or values to accomplish goals and solve problems and supports others to do the same.</li> </ul>

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 in income and retention of a charity's individual supporters.	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 retaining or reactivating 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.		
	Able to brief and assess creative propositions and products.	E	
	Team worker and self-motivator.	E	
<b>Secretariat culture and mind set</b>	Ensure DEC's values are integral to and are upheld, throughout your DEC journey.		
	Open to effective, personalised support for managing a healthy work-life balance.		
	Acute self-awareness, maintaining behaviour and conduct of the highest standards of professionalism and respect as an ambassador for the DEC.		
	Actively contribute to make the DEC a diverse and equitable workplace through inclusive practice and openness to different perspectives, cultures, and ideas.		
	Embrace the working culture of a progressive learning and demanding humanitarian secretariat, seeking insight and using problems as opportunities to learn.		

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.