



DETAILS OF ROLE		
Role title	Direct Marketing & Fundraising Officer	
Reports to	Direct Marketing Manager [Acquisition]	
Directorate & Team	Fundraising Public Fundraising	
Contract type	Full time, Permanent	
Location	17-21 Wenlock Road, London, N1 7GT	
Salary	£29,640 per annum	Grade 2 / Zone 1

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 41 staff members and a small number of dedicated volunteers, working together to promote the strategic values of collaboration, accountability & transparency, learning, humanitarian, and impartiality.

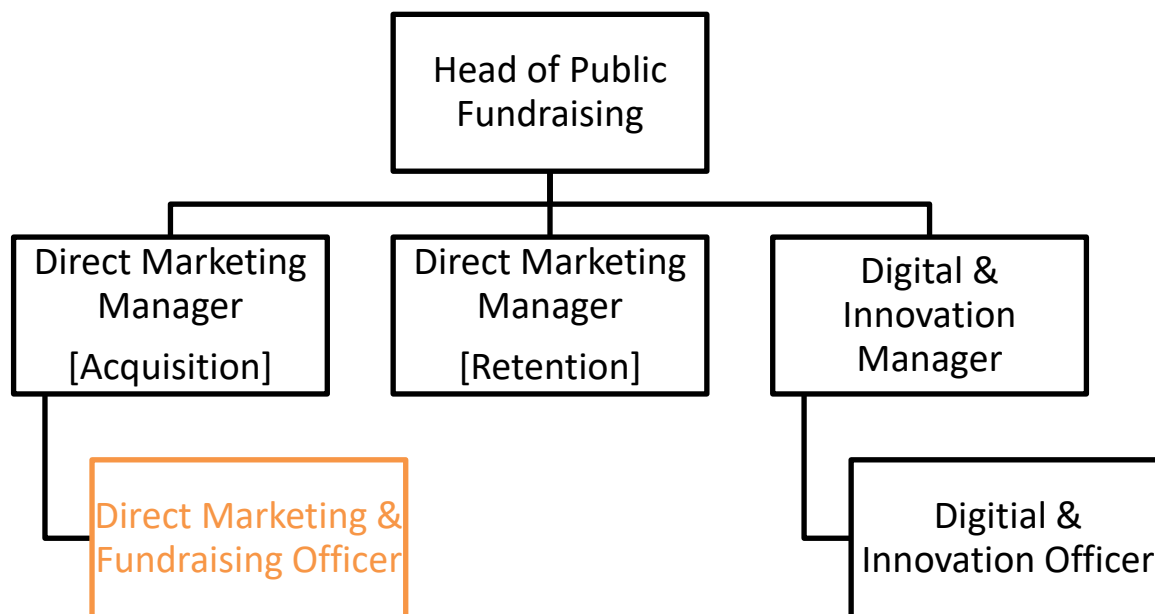
Purpose of the role

Our Public Fundraising team are looking for a dynamic Direct Marketing and Fundraising Officer (DMFO) to provide support on Public Fundraising activities, in and out of appeal, to help ensure that maximum income is received, and individual supporters are well stewarded. You will also provide a comprehensive administrative and office management support service to the Public Fundraising Team and Director of Fundraising and Marketing.

The role involves providing support in the coordination and production of public fundraising activities across direct marketing and digital fundraising, managing and developing internal systems, updating and monitoring departmental budgets and providing administrative

support where required. The DMFO will be responsible for creating effective archiving and filing systems to be shared within the team as well as day-to-day coordination and project management for team projects and initiatives. The DMFO will also support the Director of Fundraising and Marketing with administration of the DEC Fundraising Director's Group. In addition, the role offers the chance to develop skills in digital fundraising by supporting with reporting, journey testing, creative content, and innovation workshops.

Team Structure



KEY RESPONSIBILITIES

Responsibilities during an Appeal

- Assist the Fundraising and Marketing Director in keeping member agency fundraising directors and key suppliers up to date in the run up to and during an appeal.
- Updating fundraising and marketing team budget tracker.
- Assist the team with required fundraising information during the appeal (for example setting up trackable URLs and providing donation channels information).
- Providing Fundraising Updates to the CEO's office to be sent to the trustees.
- Liaising with the programmes team and member agencies to obtain the required information needed for an appeal, including financial asks ('money handles').
- Assist with setting up and updating an Appeal Toolkit and Appeal Hub with all the assets from the appeal that can be used by staff, member agencies and suppliers.
- Assist with the coordination and delivery of creative projects across all direct marketing and digital channels.
- Gather content from the content management system for use in Public Fundraising materials.
- Respond to requests from key suppliers for the Public Fundraising elements of the appeal including providing content, internal sign off and general questions regarding the appeal.

- Help create Public Fundraising materials and work with internal staff on sign off.
- Work with the team to gather results of the appeal, providing reports and updates to the Director of Fundraising and Marketing, Executive Team and CEO's office as required.

Responsibilities outside of an Appeal

- Organising and managing review meetings with suppliers after each appeal.
- Ongoing monitoring and updating of core and appeal budget, including the processing and recording of invoices for internal sign off.
- Assist the Director of Fundraising and Marketing in organising and managing member agency Fundraising Director's Group meetings. This includes liaising with member agencies for diary coordination, collating, creating and disseminating presentations and meeting papers for member agency fundraising directors ahead of each meeting, and taking and producing accurate minutes of the meetings.
- Supporting the Director of Fundraising and Marketing with allocated departmental projects and initiatives that support Fundraising and Marketing departmental strategic objectives.
- General team administration – setting up monthly Fundraising and Marketing team meetings, organising agenda, recording and communicating actions, co-ordinating away days and aiding the Director of Fundraising and Marketing on team administrative duties as and when required.

Digital Fundraising Support

- Assist with basic analytics reporting and testing of acquisition user journeys, with training provided.
- Contribute to creative digital content for digital marketing channels like YouTube, Instagram and TikTok, working alongside colleagues to link up content across channels and journeys.
- Take part in team workshops on innovation and digital where relevant, including opportunities to learn about AI, SEO and accessibility.

Competencies	Level & Descriptor	Demonstrable descriptors
1. Delivering Quality Results	A Focuses on contributing to the DEC and achieving own objectives	>Puts in effort required to ensure the delivery of own work and objectives to meet (and exceed) expectations. >Strong self-management of time and effort. >Checks own work to ensure quality. >Completes tasks / routine work in a timely manner.
2. Planning	B Is aware of others' activities and vice versa in planning activities	>Takes account of team members and others workload when planning. >Maintains awareness of impact on other parts of the organisation, keeping abreast of other's activities, objectives, commitments and needs.

		>Has a good understanding of the sector in which the DEC operates.
3. Analytical and Innovative Thinking	A Gathers information and identifies problems effectively	>Interprets basic written information. >Pays attention to detail by identifying and correcting errors. >Recognises problems within their remit. >Uses appropriate methods for gathering and summarising data.
4. Communications	A Listens and clearly presents information	>Actively listens and pays attention. >Presents information and facts in a logical way. >Shares information willingly and on a timely basis. >Communicates honestly, respectfully and sensitively. >Responds in a timely manner to colleagues and member agencies.
5. Team Working and Collaboration	B Collaborates effectively across teams and builds strong networks	>Raises difficult issues with teams/ partners and stakeholders with a view to positive resolution. >Actively collaborates across teams to achieve objectives and develop own thinking. >Proactive in building a rapport with a diverse range of people. >Actively develops partnerships with relevant organisations, think tanks and individuals.
6. Leading and Motivating	A Open to learning and responds positively to feedback	>Actively manages own development and performance positively. >Builds capacity of colleagues by sharing knowledge (induction) and acting as induction 'buddy' when asked. >Open to learning new things. >Responds positively to feedback from others. >Learns lessons from successes and failures.
Competencies	Level & Descriptor	Demonstrable descriptors
7. Resilience	B Remains professional under external pressure	>Able to adapt to changing situations effortlessly. >Remains constructive and positive under stress and able to tolerate difficult situations and environments. >Learns from own successes / mistakes. >Responds positively to change, embracing and using new practices or values to accomplish goals and solve problems and supports others to do the same.

PERSON SPECIFICATION			
Criterion and descriptors		Essential	Desirable
Knowledge / Experience	Proven experience of providing administrative support to a team in a fast-paced environment.	E	
	Proven experience of managing and prioritising a large, demanding and varied workload in an office environment.	E	
	Proven experience of maintaining financial records and/or a high level of proven numeracy applied in an office environment.	E	
	Experience of working, interning, or volunteering within a charity head office.	E	
	Experience of coordinating fundraising and stewardship events.	E	
	Experience of working in a fast-paced charity fundraising department.		D
	Experience of working on media appeals and/or with media owners on fundraising or wider charitable campaigns.		D
	Experience in digital marketing (e.g. social media, email marketing), or aptitude in learning new systems and platforms		D
	Experience of using Salesforce or a supporter database		D
	Knowledge/experience of international development or emergency relief.		D
	Experience in Marketing & Advertising.		D
Skills/ Personal Qualities	Highly skilled in use of Microsoft Office products, digital collaboration tools (such as Slack, Miro, SharePoint, etc), and CRM software.	E	
	Demonstrable team player, with excellent organisational skills, with an ability to prioritise and manage a varied and demanding workload, especially during an appeal [with occasional evenings and weekends, particularly during the first 2-3 weeks of emergency campaigns].	E	

	<p>Strong attention to detail and written communication skills necessary to draft meeting minutes, letters, reports and other documentation for both internal and external audiences.</p> <p>Ability to confidently converse, both orally and in writing.</p> <p>Ability to manage personal well-being and cope in a fast-paced, pressured environment.</p> <p>Ability to understand and appreciate the motivations of donors, supporters and volunteers.</p> <p>Interest in using analytics tools to understand and improve digital performance</p> <p>Able to effectively use digital tools to organise, coordinate, and deliver work</p> <p>Adopts a creative and innovative approach to work.</p>	<p>E</p> <p>E</p> <p>E</p>	<p>D</p> <p>D</p> <p>D</p> <p>D</p>
Secretariat culture and mind set	<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>		