

Job Title: Direct Marketing Manager

Department: Fundraising

Reviewing Manager: Fundraising Director

1. OVERALL OBJECTIVE(S) OF THE POST

Using a range of direct marketing techniques, to research, plan and implement a programme of donor recruitment in order to meet annual income, recruitment and return on investment targets.

To manage a six figure donor recruitment budget and report regularly on results, donor behaviour and to undertake detailed campaign and activity analysis as required.

2. POSITION IN ORGANISATION

- Line managed by the Fundraising Director with functional reporting line to the Director of Marketing
- Line manages the Direct Marketing Co-ordinator
- Works in close collaboration with the, Production Manager, Database Services Manager, Legacy Marketing Co-ordinator and Supporter Services team.

3. SCOPE OF JOB

- Fundraising campaign management
- Management of donor marketing budget

4. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for meeting annual donor recruitment targets and growing income from individual donor income streams year on year
- Responsible for the development of a strategic donor recruitment programme and developing ambitious direct marketing campaigns.
- Responsible for managing expenditure budgets in excess of £250k per annum
- Senior point of contact between Compassion in World Farming and key suppliers
- Management and development of the Direct Marketing Co-ordinator

5. PERSON SPECIFICATION

ESSENTIAL	DESIRABLE
Knowledge	
<ul style="list-style-type: none"> Detailed knowledge and expertise of donor recruitment and direct marketing techniques, including at least 2 of the following: Direct Mail, DRTV, Online, Advertising. Ability to forecast likely attrition rates in relation to specific fundraising and marketing techniques Proven ability in project and supplier management 	<ul style="list-style-type: none"> Specific experience in online marketing techniques such as email, banner advertising, SEO etc..
Education / Qualifications & Training	
<ul style="list-style-type: none"> Educated to degree level or equivalent 	<ul style="list-style-type: none"> Relevant direct marketing qualification Institute of Fundraising certification Member of the Institute of Fundraising
Skills & Abilities	
<ul style="list-style-type: none"> Creative aptitude with an understanding of the principles of good design Excellent written English and Grammar A confident communicator with a mature approach A well organised and methodical approach A questioning and creative mind Proven budgeting and financial management skills 	<ul style="list-style-type: none"> Experience of managing and developing a team
Personal Qualities	
<ul style="list-style-type: none"> Positive disposition Approachable and adaptable Good negotiator Reliable 	
Other	
<ul style="list-style-type: none"> Demonstrable interest in Farm Animal Welfare issues and / or a desire to know more 	<ul style="list-style-type: none"> Be prepared to assist with other fundraising projects such as conferences, functions etc... as required

PRIMARY RESPONSIBILITIES

Essential duties and responsibilities include the following. Other duties may be assigned.

Ongoing management of donor recruitment campaigns

40%

- To manage the rollout and day to day operation of all donor recruitment campaigns.
- To test and utilise a range of direct marketing techniques such as direct mail, DRTV, online, telephone and display advertising as appropriate.
- To oversee the development of a range of creative treatments and executions targeted at specific audiences.
- To work closely with the web and online manager to maximise online opportunities for income generation and donor recruitment.
- To ensure that we best utilise other organisational communication opportunities to recruit new donors. E.g. integrating donor recruitment messages with campaign activity.
- To work with the supporter care team to ensure the highest standards of welcome and stewardship to all donors.

Management of donor development campaigns

10%

- Manage the Direct Marketing Co-ordinator to ensure effective delivery of the donor development programme on time and to budget
- In collaboration with the Direct Marketing Co-ordinator, implement a programme of testing and development with the aim of continuously improving the donor development programme

Results analysis and reporting

20%

- Ensuring that high standard systems and reporting are in place for tracking results and income trends against target.
- To regularly analyse and report on campaign results against target and strategy.
- To analyse, report upon and forecast donor attrition levels by activity and audience

Research and testing of techniques and audiences

20%

- To identify and prioritise key audiences for targeting with specific/bespoke messages and marketing.
- Managing a structured process of research to identify prospective new donor recruitment techniques and initiatives.
- To ensure a structured and evenly weighted rollout of all testing opportunities.

Budget and resource management

10%

- To manage and develop the Direct Marketing Co-ordinator
- To source and manage a range of suppliers as required in order to deliver all donor marketing activity.
- To manage and track all expenditure against budget and target and report regularly on its implementation.