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| M:\Logos\NEW SPANA LOGO - from 5-9-11\PNG files - low res, general use\SPANA Animals logo  Horz CMYK.png  **Senior Donor Marketing Officer** | |
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| **Department** | Fundraising |
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| **Term** | Permanent |
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| **Location** | SPANA head office, London |
| **Hours of work** | Standard hours are 9.00am-5.00pm, Monday to Thursday, and 9.00am-4.30pm Fridays, although these may be varied in line with SPANA’s flexible working policy. |
| **Annual leave** | 22 days annual leave, excluding bank holidays, plus three additional days to be taken over the Christmas period when the office is closed. Further days of leave will be earned after two years of service – see the employment handbook for details. |
| **Remuneration** | Circa £31K plus 10% employer contributory pension to personal pension plan matched by 5% employee contribution and optional private healthcare scheme. |
| **Overall purpose of the role** | To project manage the development and delivery of donor appeals, campaigns, and one-year marketing strategies for specific audiences, both in the UK and internationally. This will include monitoring and evaluating performance, to ensure feedback and learning is applied to future work.  This role will suit a collaborative and talented fundraiser with the ability to deliver successful direct marketing campaigns. |
| **Line managed by:** | Head of Donor Marketing and Digital Fundraising |

**The Fundraising department**This role sits within the Donor Marketing and Digital Fundraising team, which is part of the wider Fundraising department. Donor Marketing and Digital Fundraising is responsible for generating voluntary income from individuals in the UK and SPANA’s international markets, through various online and offline marketing methods. The Fundraising department also comprises Supporter Care (Database Management, Supporter Engagement, Community Fundraising and Events) and Major Gifts (Major Donors, Trusts and Statutory, Legacies and Corporate Fundraising).

**Key responsibilities:**

1. **Campaign management (50%)**

* Project-manage UK and international marketing appeals, campaigns and activities, to maximise income and return on investment for the charity.
* Work closely with agencies, suppliers, colleagues and other stakeholders to produce direct marketing campaigns, project-managing the process from concept to completion. This will encompass concept development, copywriting, design, approval, audience definition, data selection, printing/production and mailing.
* Source project information and content to support fundraising appeals, liaising with colleagues and other stakeholders as required.
* Brief agencies and suppliers to ensure work has clear objectives and delivers outcomes.
* Liaise with the Database team as necessary to manage the development of data briefs and ensure data selections meet marketing objectives and are fully GDPR compliant.
* Proactively work with the Digital Fundraising Manager and SPANA Communications and Digital Team to maximise on the opportunities the web and social media platforms provide for fundraising and marketing activities.
* Provide the Supporter Engagement team with the required training material and support to assist with campaigns.
* Ensure all campaign data selections and data manipulation are carried out to set criteria and format before supplying to agencies for fulfilment and distribution purposes.
* Provide all selections within date required and in the correct manner to ensure data integrity and cost effectiveness.
* Ensure that all materials produced are within the SPANA brand guidelines.

1. **Financial management & reporting (20%)**

* Ensure the production of evaluation reports after campaigns, analysing results to draw on key findings (financial and non-financial) and emerging trends to inform development and decisions on the donor marketing programme for the current financial year.
* Manage and deliver agreed personal and team income targets, and ensure regular monitoring and managing of income targets and expenditure. Proactively alert line manager if income and expenditure targets are not going to be met.
* Evaluate results by key performance indicators and proactively work to address under-performance or celebrate success.

1. **Planning (15%)**

* To effectively plan and manage own workload to deliver projects to timescale and particularly to meet agreed deadlines e.g. print/publishing dates, mailing dates and dates for communication to supporters.

1. **Budgetary responsibility (5%)**

* Working with the Head of Donor Marketing and Digital Fundraising, set and manage annual budgets relating to specific activities and campaigns and contribute to the overall budget setting process for the team, including agreeing on appropriate data selections for target audiences.
* Ensure that prices/quotes for direct marketing activities are competitive and cost effective for SPANA. Authorise invoices for direct marketing activity within the post holder’s responsibility and alert line manager if expenditure targets are not going to be met. Resolve queries relating to invoices and payments as necessary.
* Identify and advise on trends and activities for potential areas for income growth that impact on longer term strategic developments.

1. **Other (10%)**

* Undertake any other duties not specified above and that are within the context and grade of this post.

**Organisational Culture**

As a small charity (in terms of staffing, not ambition nor reach) at times we need everybody to pull together and help out so, in addition to the person specification, we require staff to:

* Be positive with a friendly manner whilst remaining professional and efficient.
* Be flexible as from time to time the post holder may be asked to perform other duties.
* To resolve supporter complaints quickly, appropriately and professionally in regard to the areas that their role relates to.
* Enjoy working in a team and have a strong team ethic.
* To maintain, improve and develop team processes and procedures as and where necessary.
* To gain an in-depth understanding of SPANA’s charitable work in order to communicate confidently to current and potential donors.
* Share information with the team, whilst respecting confidentiality, so that you and your colleagues have all the information you need to perform your duties effectively.
* Maintain strict confidentiality at all times.
* Be committed to the aims and objectives of SPANA.
* To attend and assist at fundraising events and be willing to work occasional weekends and evenings when required due to events and community activities.
* Be willing to work within SPANA’s employment policies.

**Person Specification**

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| **Experience** |  |  |
| Strong knowledge of direct marketing techniques, especially direct mail and digital marketing. | (E) |  |
| Experience of project managing marketing campaigns from concept through to evaluation. | (E) |  |
| Experience of briefing and developing good working relationships with colleagues, external suppliers/internal departments. | (E) |  |
| Demonstrable experience of successfully working in fundraising or charitable environment. |  | (D) |

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| **Knowledge/ technical skills** |  |  |
| Proven marketing background. | (E) |  |
| Highly IT literate – Internet and Microsoft Office (Word, Excel and PowerPoint). | (E) |  |
| Clear and appropriate communication – written and verbal. | (E) |  |
| Good knowledge of direct marketing principles. | (E) |  |
| Knowledge of the Raisers Edge database. |  | (D) |
| Knowledge of GDPR and data practices. |  | (D) |

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| **Competencies** |  |  |
| Excellent attention to detail, including proof reading skills. | (E) |  |
| Excellent organisational skills with the ability to plan and manage a variety of projects and activities to tight deadlines. | (E) |  |
| Good copy-writing skills and the ability to select appropriate imagery and manipulate according to campaign requirements. | (E) |  |
| Excellent numerical skills and ability to analyse campaign results. | (E) |  |
| Highly innovative and creative thinker. |  | (D) |
| Strong team worker and self-motivator. |  | (D) |

**It should be noted that the job specification and remit may develop over time.   
The applicant should be happy to adapt and take on new and different tasks.**