

## JOB PROFILE

<b>Job title:</b>	Individual Giving Coordinator
<b>Salary:</b>	£26,000 to £28,000 (depending on experience)
<b>Contract:</b>	Full Time - Permanent
<b>Reporting to:</b>	Individual Giving Manager

### **Main purpose of position**

Working with the Individual Giving Manager your role is to recruit, retain and develop supporters through warm cash appeals, raffles, and telemarketing, help develop the charity's legacy marketing programme and help manage the charity's weekly lottery scheme (warm and cold acquisition as well as stewardship and retention). You may also work on other acquisition campaigns. You will have excellent copy writing skills and 1+ year of direct marketing experience to create engaging and emotive messaging for your supporter audience.

### **Our Vision**

Our vision is of a world where no child dies of cancer.

Since we were inaugurated in 1988, we have been dedicated to fighting the injustice of cancer in children. We raise and invest money for vital specialist research to save the life of every child with cancer and keep their family together.

By liberating visionary researchers and accelerating breakthroughs we have helped to drive childhood cancer survival rates up from 63.7% in 1990 to a predicted 84%\* in 2017.

We also support families whose lives have been turned upside down by:

- helping to fund the building of free patient and family homes near hospitals around the UK;
- supporting charities offering financial assistance to families during treatment;
- giving children and families unforgettable days out – creating memories that can never be lost.

\* Survival rates are based on 5 year survival. The 84% figure for 2017 is an estimated figure by the Office of National Statistics, exact figures will be known in 2023

The Charity is the leading national children's charity dedicated to the fight against childhood cancer. Our aims are to determine the causes, find cures, improve treatments and provide care for children with cancer.

## **Key Responsibilities**

### **Project managing direct marketing campaigns**

**1.1.** Warm cash appeals and raffles

**1.2.** Cold campaigns

**1.3.** Legacy marketing programme including direct mail, telemarketing, digital and events

**1.4.** Cash to Direct Debit conversion – through direct mail and telemarketing

**1.5.** Gift Aid declarations – through direct mail and telemarketing

### **2. Campaign coordination**

#### **Planning**

- 2.1.** Input into the on-going development of direct marketing processes, procedures and strategy by positively challenging accepted ways of working and presenting new ideas and direction based on continuous learning
- 2.2.** Create campaign schedules and share with relevant people – keeping everyone up-to-date with progress and any issues that arise
- 2.3.** Work with the Database Manager to optimise campaign data selections
- 2.4.** Organise campaign kick-off and briefing meetings with relevant managers, stakeholders and teams

#### **Implementation**

- 2.5.** Ensure campaigns are delivered on time, within budget and relevant people are kept in the loop at all times
- 2.6.** Write engaging and emotive campaign copy
- 2.7.** Create artwork for direct marketing campaigns through agencies or freelancers – following internal circulation and feedback processes
- 2.8.** Proof and circulate copy and artwork and follow the internal feedback process
- 2.9.** Brief in production including print and online
- 2.10.** Write templates for thank you letters and brief the response handling house in order for them to process donations effectively
- 2.11.** Monitor stock levels for Individual Giving activity
- 2.12.** Ensure competitive quotes are obtained for all campaigns and quality of service is to a high standard
- 2.13.** Ensure electronic campaign files are kept up to date

## **Evaluation**

- 2.14.** Create income scenarios, set up results reporting and accurately report campaign progress through analysis and evaluation of results.
- 2.15.** Write campaign key learning documents and share learnings with colleagues to improve campaign income year on year

## **3. Supporter stewardship**

- 3.1.** Ensure supporters needs are met in order to develop relationships aligned with the direct marketing strategy and improve retention and increase income
- 3.2.** Update records on the database in busy response times – as appropriate

## **4. Supplier relationships**

- 4.1.** Manage relationships with external suppliers to ensure they are fully briefed and supported

## **5. Other duties**

- 5.1.** Answer telephone during busy periods
- 5.2.** Volunteer at events when required e.g. London Marathon, Zippo's Circus etc
- 5.3.** Proof read team documents - as required
- 5.4.** Undertake any other duties that are relevant to the job as requested by your line manager

## Personal Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Project managing/assisting a project manager to plan and deliver DM campaigns and evaluate results</li> <li>• Using direct marketing to recruit, retain and develop supporters</li> <li>• Able to create and tailor enticing, engaging and emotive copy for appeal letters, newsletters, raffles etc</li> <li>• Managing supplier relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Voluntary sector experience</li> <li>• Working with telemarketing agencies to upgrade/convert supporters</li> <li>• Experience of The Raiser's Edge database</li> <li>• Experience of working on acquisition campaigns</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• 1+ years of direct marketing experience</li> <li>• Working knowledge of direct marketing media such as direct mail, email, social media, telemarketing, etc</li> <li>• Working knowledge of supporter databases, targeting, segmentation and response analysis</li> <li>• Knowledge of testing, validation and taking campaign learnings forward</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of print and online production processes</li> <li>• Knowledge of the marketing mix including branding and PR</li> <li>• Understanding of recruitment sources from direct marketing</li> <li>• Event management experience</li> <li>• Marketing or direct marketing qualification</li> <li>• Understanding of the Gift Aid process</li> </ul>
<b>Skills and abilities</b>	<ul style="list-style-type: none"> <li>• Ability to coordinate multiple projects concurrently</li> <li>• Strong organisation, prioritisation and evaluation skills</li> <li>• Ability to work quickly, accurately and efficiently</li> <li>• Good communication skills e.g. keeping suppliers, other teams and manager up-to-date</li> <li>• Excellent attention to detail</li> <li>• Excellent written English including spelling and grammar</li> <li>• Numerate: particularly for results reporting and formulas with excel and assisting with reforecasting</li> <li>• Good I.T. skills including data entry, Excel, Word and Outlook</li> <li>• Ability to develop and maintain effective and collaborative internal and external relationships</li> <li>• Ability to pick up new processes and tasks quickly and work independently</li> <li>• Able to use own initiative</li> </ul>	<ul style="list-style-type: none"> <li>• Positively challenge the accepted way of doing things</li> <li>• Negotiating and influencing skills</li> </ul>
<b>Personal qualities</b>	<ul style="list-style-type: none"> <li>• Team player</li> <li>• Compassion towards children with cancer and their families</li> <li>• Can-do attitude</li> <li>• Goal and results orientated</li> </ul>	