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Job description

**JOB TITLE:** Fundraising Marketing Officer

**TEAM:** Public Fundraising

**GROUP:**  Fundraising and Digital

**LOCATION:**  Hybrid (1-2 days a week in Stratford, London)

**REPORTS TO:** Direct Marketing Manager

**GRADE:**  5 (£36,888 to £40,344 incl. of London weighting)

**HOURS:** 35

## Refugee Council is one of the leading organisations in the UK working with asylum seekers and refugees. Our operational teams based in various locations in England provide advice and assistance across a wide range of issues, including helping asylum seekers through the complexities of the asylum system, addressing issues of destitution and assisting refugees and asylum seekers to access key services including housing, welfare benefits, health, education and employment. Our teams work with relevant agencies including the Home Office, Refugee Community Organisations, Local Authorities, Legal Service Providers, Housing Providers, Health Institutions, Job Centre Plus and other mainstream service providers.

## Context and Purpose of the Job

## Founded the same year as the United Nations 1951 Refugee Convention, Refugee Council has been working for 70 years supporting refugees and asylum seekers to rebuild their lives. Our vision is a UK that is a welcoming place of safety for people who seek refuge from persecution and human rights abuses abroad. Every day we support people who have fled war, oppression or torture in their home countries, only to find that the UK treats them with disbelief, hostility and suspicion. We are passionate about helping and empowering refugees, both through a range of core holistic services, and through highly respected and influential advocacy work.

## The Team

## The Fundraising and Digital Directorate is responsible for all digital communications as well as securing income to support Refugee Council’s charitable objectives. This role sits within the Public Fundraising team. The Fundraising team’s work includes fundraising from a range of donors including individuals, trusts and foundations, statutory sources, corporates and major donors. This role, within the Public Fundraising Team secures donations from individuals signed up to our newsletters and individuals giving up to £5,000 per year, legators and regular givers.

## This role

The purpose of this role is to confidently manage a portfolio of offline and online direct marketing fundraising and communications projects, contributing to the Public Fundraising income targets and KPIs.

**Main Duties and Responsibilities**

1. **Project Management** 
   1. Independently plan and project manage a portfolio of multi-channel direct marketing fundraising campaigns including, but not limited to, cash appeals, legacy marketing, supporter newsletters, committed giving appeals and emergency appeals.
   2. Deliver each project from start to finish. Source content and create briefs, liaise with suppliers and internal stakeholders, create and oversee data selections, exports and imports, and manage sign off process.
   3. Lead on all elements and deliverables for each project or campaign (cold and warm) – budgeting, stewardship plan, telemarketing, mailing, email, social and digital.
   4. Lead in content sourcing and sharing – written case studies and photography, organisational messaging and key stats, relevant price points. Including, but not limited to, taking photos, organising photo shoots, interviewing staff and clients to gain first-hand accounts, liaising with front line colleagues and finance colleagues.
   5. Working alongside the Direct Marketing Manager and Comms colleagues to suggest themes and content as well as creating/scheduling content as and when required.
2. **Data and reporting**
   1. Work closely with the Database Team and Digital Team to produce accurate rolling and end of campaign reports for all elements of each project, suggesting improvements wherever possible.
   2. Accurately manipulate data, applying test segments, prompt values, variable text and other additions where needed.
   3. Create complex print briefs, ensuring accuracy in order to avoid compliance breaches.
3. **Budgets and finance**
   1. Support Direct Market Manager with annual planning and forecasting.
   2. Monitor project progress against income and spend targets, identifying challenges that may affect achievement and communicate potential solutions in a proactive and timely manner to the Direct Marketing Manager.
   3. Complete monthly financial reporting in line with organisational schedule and as requested by Direct Marketing Manager.
   4. Manage the timely payment of suppliers; adhering to processes and monitoring all spend accurately.
4. **Internal and External Relationships**
   1. Develop collaborative, effective and supportive relationships with colleagues across the charity in order to develop compelling and accurate communications.
   2. Communicate regularly and accurately with Direct Marketing Manager, within the Public Fundraising team meetings and with all colleagues, to ensure that opportunities are identified and maximised and duplication of work is avoided wherever possible.
   3. Lead productive project team meetings for relevant projects and campaigns.
5. **Sector knowledge and compliance**
   1. Stay up to date with fundraising trends and activity within the sector – including monthly desk research of competitors as well as attending seminars and workshops and networking with other fundraisers.
   2. Ensure to keep up to date with all compliance changes within the sector – including, but not limited to, the ICO and Fundraising Regulator.
   3. Working with Direct Marketing Manager, ensure that all contracts and data agreements are in place with all external contractors that are used throughout the year. Contribute to annual audit of all contracts and data agreements in order to stay compliant.

Additional Information

**Health & Safety**

The post holder is responsible for:

* Cooperating with the Refugee Council in delivering all legal responsibilities in respect of your own and your colleagues, volunteers, clients and others health and safety whilst at work.
* Becoming familiar with the Refugee Council’s Health & Safety Policy and procedures including evacuation procedures at your workplace.
* Carrying out risk assessments of your own work and especially of your own workstation to ensure that you do not expose yourself or others to unnecessary risk.

**Flexibility**

In order to deliver services effectively, a degree of flexibility is needed and the post-holder may be required to perform work not specifically referred to above. Such duties will, however, fall within the scope of the job, at the appropriate grade. The job description will be subject to periodic review with the post-holder to ensure it accurately reflects the duties of the job.

**Equal Opportunities Statement**

As part of its recruitment policy, the Refugee Council intends to ensure that no prospective or actual employee is discriminated against on the basis of race, sex, nationality, marital status, sexual orientation, employment status, class, disability, age, religious belief or political persuasion, or is disadvantaged by any condition or requirement which is not demonstrably justifiable.

**Working at the Refugee Council**

A commitment to the work of the Refugee Council.

**Personal Effectiveness**

The post-holder will need to effectively manage their own workload and medium and long term plans and objectives contributing to the organistaion’s strategies, mission and values.

**Flexible Working**

The role will be a mixture of office/homeworking, with an expectation of 1 - 2 days a week in the London office.

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Person Specification

**JOB TITLE:** Direct Marketing Officer

## **Experience**

Essential

**Direct Marketing**

Experience of working on fundraising campaigns or other similar projects from start to end. Including: campaign planning and scheduling, creative development and execution, as well as results monitoring. You will have strong demonstrable project management skills and experience of managing a varied workload.

Experienced in contributing to complex budgets and annual plans.

Experience of working on at least three marketing channels – paid digital, email, mailing, telephone, face to face, out of home.

Experience in creating fundraising content.

**Performance**

Experience of working with KPIs and performance targets, developing tools and methods for monitoring performance, and providing performance reporting.

Experience of managing strong relationships with internal and external stakeholders.

**Database**

Experience of working with donor databases and briefing or carrying out data selections, queries and analysis of data from that database and/or online platforms.

Experience of creating reports and providing feedback to senior leadership.

**Processes**

Experience of identifying opportunities to improve processes, and of designing and implementing new processes and/or improvements to existing processes.

Desirable

**Audiences**

Experience of using donor audiences to inform strategic planning, activity development and decisions.

**Analysis**

Experience of data analysis (beyond campaign results) including; cross-analysing and interpreting trends across a series of campaigns and key performance indicators.

**Testing**

Experience of designing and delivering test activities to existing supporters through Direct Marketing channels.

Experience of testing new products with new audiences.

**Content**

Experience in copywriting – online or offline.

## **Skills and Abilities**

Essential

**Internal communication**

Excellent written and verbal fundraising communication skills and the ability to present complex information to non-specialists in a clear, effective and persuasive manner.

**Opportunities**

Ability to identify opportunities to improve fundraising activity, supporter experience, performance monitoring, data capture and data processes.

**Finance**

Strong financial and analytical skills, able to maintain financial budgets, processes and support monthly narratives on financial position and forecasting.

**External communication**

Ability to produce high quality, compelling and highly effective fundraising marketing materials, using creative and copy appropriate to the audience, communication channel and purpose, to deliver on KPIs.

**Creative thinking**

Ability to design, test and deliver new fundraising products, activities, campaigns, processes and performance monitoring.

**Team working**

Able to build strong working relationships with colleagues, contribute to a positive and proactive working environment, make an active contribution in team, working groups and department meetings and seek out opportunities to take on additional responsibility.

**Time management**

Ability to manage a busy programme of activities, involving managing multiple projects and campaigns with competing priorities, to tight deadlines and to a high standard, simultaneously.

**Accuracy**

Attention to detail with a high level of accuracy and quality in completed work. This includes ability to proofread, use accurate calculations and formulas in excel documents and reports (data and income/expenditure), create and track project timelines and deadlines, and maintaining accurate records of supporters,.

**Learning**

Ability to identify learnings and recommendations from activity, and translate this into future improvements and decisions for a wider programme.

**Structured thinking**

Ability to independently apply creative and methodical thinking to unforeseen problems, new projects and tasks.

Ability to identify cross organisational opportunities to ensure best use of donor money, best impact for clients and best use of colleagues’ time.

**Problem solving**

Excellent and demonstrable problem solving skills, with the ability to use on initiative to explore and identify solutions.

## **Knowledge**

Essential

**Principles**

Knowledge and understanding of fundraising, with the ability to apply this knowledge to their work.

**Compliance**

An understanding of GDPR regulations, fundraising codes of practice and safeguarding principles.

**Equality and Diversity**

An understanding of and commitment to Equal Opportunities in the workplace and in service provision.

**Compliance**

Knowledge of the Code of Fundraising Practice, and relevant laws relating to fundraising and marketing (DPA, PECR etc.).

**Values**

Commitment to the Refugee Council’s values and work

Desirable

**Cause**

Knowledge of and interest in issues affecting refugees and asylum seekers.

**Trends**

Awareness of new initiatives and trends in fundraising, marketing and communications.