

Direct Marketing & Supporter Services Manager



Job Description

Location: Methodist Church House, 25 Marylebone Road, London NW1 5JR

Purpose: To recruit and nurture relationships with individual supporters in order to maximise income to All We Can and the engagement of supporters with its work.

Responsible to: Head of Fundraising & Marketing

Responsible for: Direct Marketing & Supporter Services Officer
Donor Relations Administrator
Marketing & Fundraising Assistant
Various consultants and freelance relationships as associated with the role

Relationships:

Internal:

- 1) All We Can staff, particularly across the Public Engagement department
- 2) Office volunteers
- 3) All We Can Trustees

External:

- 1) Donors, supporters and potential supporters
- 2) All We Can partners in the UK and worldwide
- 3) Methodist Churches in Britain
- 4) Design, print and mailing companies
- 5) Fundraising support services, consultants, and suppliers

Main responsibility

This role is a key manager within the Fundraising and Marketing team, responsible for the management and expansion of All We Can's individual giving programme to increase fundraising results from church members and our wider target audiences.

Main Tasks:

a) Direct Marketing

1. Manage and deliver year on year growth for our direct marketing programme which recruits, stewards and develops regular givers and cash donors for All We Can.
2. Provide ongoing management of our direct marketing programme and strategic oversight in conjunction with the Head of Fundraising and Marketing, making creative, ambitious and achievable recommendations about future direct marketing investments in line with our organisation and fundraising strategy.
3. Devise and implement ongoing acquisition and retention strategies for direct marketing to individuals, improving the use of our data and developing a robust supporter journeys for All We Can individual donors.
4. Project manage designated existing individual fundraising initiatives, such as the regular giving programme, cash appeals, alternative gifts catalogue, and emergency appeals as required, including producing materials, marketing, logistics and post campaign evaluations.
5. Lead on the strategy, development and implementation of innovative and aspirational digital fundraising and email marketing within All We Can, including the account

management of all associated external suppliers. This includes all giving through the website, social media, online fundraising and all other related digital platforms. It also includes the development and expansion of our email subscriber lists and email marketing programmes.

6. Support the development of major donors through direct marketing activities such as targeting mid and high value mailings, invitations and organisational support for cultivation events, and other activities as required.
7. Monitor and record allocated expenditure within relevant budgets to achieve agreed income and marketing objectives.

b) Supporter services

1. Oversee and implement systems for effectively responding to and processing of supporter enquiries, donations, mail fulfilment and response, resource orders, and take responsibility for the effective delivery of the supporter services function.
2. Manage the development and maximisation of the Raiser's Edge supporter database, including working with external Data Consultants and other suppliers as required.
3. Directly respond to more complex supporter queries as related to direct marketing and supporter services.

c) Marketing and communications

1. Monitor, update and regularly review active and published appeals and all aspects of donation and fundraising on the All We Can website to point of moderation.
2. Oversee and proactively support the promotion of legacies, In Memoriam and celebration giving through direct marketing channels, working with the Head of Fundraising and Marketing on the marketing strategy and through the Direct Marketing & Supporter Services Officer around ongoing implementation.
3. Represent All We Can at events and with groups of supporters as required.

d) Management

1. Provide leadership, direction and management support and development to line reports and conduct regular supervisions and appraisals, and provide team wide support as a key manager within the Fundraising and Marketing team.
2. Work with the All We Can Office Manager, Deputy CEO, Head of Fundraising and Marketing and external HR suppliers, on the supervision and appraising of staff.
3. As a manager within the Public Engagement department, contribute to the development of strategies, systems and practices to ensure that All We Can has an effective, coherent and integrated approach to direct marketing and supporter relationships, sustaining and optimising the involvement and support of individual contacts with All We Can at all levels.

e) Other

1. Work with other members of the Fundraising and Marketing Team to develop and monitor All We Can's overall fundraising strategy as related to the direct marketing and supporter services functions.
2. Liaise with the Communications Manager and Programmes and Partnerships Team to ensure good information sharing in order to enhance the delivery and implementation of fundraising and supporter relations activities.
3. Attend all staff meetings, Fundraising and Marketing Team meetings, and other internal and external meetings as appropriate.
4. Brief, train and support staff and volunteers about each direct marketing or supporter services initiative as appropriate.
5. Any other reasonable duty consistent with the responsibilities of the post as requested by the Head of Fundraising and Marketing or a member of the All We Can SLT.

f) Corporate responsibilities

1. Take lead on ensuring all direct marketing and supporter services activity is fully compliant with fundraising regulation, official guidance and legislation (including annual return collation for the Fundraising Regulator and ongoing Code of Practice adherence).
2. Ensure familiarity with and adhere to All We Can's policies and procedures and keep informed of all cross departmental activities.
3. A commitment to All We Can's vision, mission and values, and accepting of its identity as an international development, relief and advocacy organisation, including active engagement with the Methodist Church. A commitment to All We Can's strategy to engage with faith based groups and churches in particular, as part of its collaborative approach to sustainable development.

Terms and Conditions

Term of Appointment:	Permanent position.
Starting Salary:	£35,000-38,000 p.a. depending on experience (inclusive of Inner London Allowance)
Hours of Work:	The normal hours of work will be 7 hours a day (35 hours per week) with core office hours being 10.00am-4.30pm and an hour for lunch. Additional flexibility in working hours may be required due to occasional weekend work. Payment for overtime is not given but employees are entitled to time off in lieu by agreement.
Holiday entitlement:	25 days per annum, plus Bank Holidays and an extra three days at Christmas and New Year.
Sick pay:	Entitlement in accordance with All We Can's terms and conditions of employment.
Pension:	All We Can operates a defined contribution pension scheme, with a minimum contribution of 6% employer and 3% employee, which all employees will be eligible to join. Full details will be provided at the commencement of employment.
Probationary period:	Appointments are made subject to the satisfactory completion of a probationary period, six months in the case of this role.
Season ticket loans:	Season ticket loans are available after the satisfactory completion of the probationary period.
Health and safety:	The post holder will be subject to All We Can's Health and Safety policy and be required to complete a DBS check.
Equal opportunities:	The post holder will be subject to All We Can's Equal Opportunities policy.
Physical conditions:	Office accommodation in an open plan office.

Fundraising and Supporter Services Manager

Person Specification

Attributes	Essential	Desirable	Method of assessment
Education and training	University degree or equivalent	Postgraduate or vocational qualification in relevant subject	A & Q
Proven ability and experience	Significant experience and proven ability in a direct marketing fundraising role	Fundraising from Christian audiences	A & I
	Managed successful direct mail fundraising campaigns	Experience in developing email and legacy marketing programmes	A & I
	Project management of production of materials or resources including experience of commissioning designers and printers		A, I, W
	Writing for a range of audiences	Line management of staff and supervision volunteers	A, I, W
	Have developed direct marketing fundraising products from concept and research through implementation and demonstrable results	Experience of developing products across cash, conversion, regular giving, and mid-value giving	A & I
Knowledge and skills	Excellent oral, written and editing communication skills, including a diplomatic manner		A, I, W
	Excellent project management and organisational skills including managing consultants, designers, printers and other external suppliers		A, I, W
	Advanced database skills, including reporting, segmentation and data analysis	Significant experience of using Raiser's Edge	A, I, W
	Competent in using Microsoft Word, Excel and Powerpoint	Experience of using website content management systems	A, W
	Ability to manage multiple priorities and perform under pressure		A & I
	Strong understanding of current changes in fundraising and data protection regulation and their implications for fundraising practice		A & I
Qualities and attributes	Ability to build relationships with a range of supporters	Demonstrable interest in international development	A, I, W

Ability to work on own initiative and as part of a small team		A & I
Commitment to All We Can's vision, mission and values, and accepting of its identity as an international development, relief and advocacy organisation actively engaged with the Methodist Church		A & I
A commitment to All We Can's strategy to engage with faith based groups and churches in particular, as part of its collaborative approach to sustainable development		A & I
Willingness to occasionally work at evenings and weekends, and undertake travel around the UK and occasionally overseas		A & I

Method of Assessment A – Application Form, I – Interview, W – Written exercise, P – Presentation, G – Group exercise, Q – proof of qualification (certificates or transcripts)

Last revised: May 2017