

## Job description

### *Job information*

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<b>Job Title</b>	Direct Marketing Executive
<b>Job Grade</b>	4a
<b>Location</b>	Head office – Tower Hill
<b>Responsible to</b>	Individuals, events and community fundraising senior manager
<b>Direct reports</b>	N/A
<b>Working hours</b>	37.5
<b>Working pattern</b>	9:00 – 5:30 Monday to Friday

### *Scope of the job*

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To develop and maximise income from Refuge's individual giving campaigns.

### *Job responsibilities*

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#### **Project management**

1. Project manage all aspects of the delivery of donor development campaigns, including sourcing and collating creative materials, supporting copy development, monitoring creative through approval processes, managing production and producing appeal reports.
2. Project manage the recruitment and retention of regular givers.
3. Project manage the delivery of a legacy fundraising strategy, including sourcing and collating creative materials, supporting copy development, monitoring creative through approval processes, and producing reports.
4. Project manage the delivery of an In Memory fundraising strategy including sourcing and collating creative materials, supporting copy development, monitoring creative through approval processes, and producing reports.
5. Project manage all digital marketing elements of the individual and regular giving campaigns, working closely with the Digital Manager<sup>1</sup> to create strategies for social media and pay-per-click advertising.

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<sup>1</sup> Recruitment for this post will begin early September

6. Work closely with the senior manager; individuals, events and community fundraising and the director of communications to develop strong branded marketing materials. Including website, email marketing, social media and direct mail packs.
7. Project manage the supporter journeys for individuals fundraising including the development and delivery of supporter surveys. Work closely with the individuals, events and community fundraising senior manager to ensure all communications are donor centric and appropriate testing is included upon which future activity will be developed. Work closely with the database and insights senior executive to ensure suitable segmentation and tracking is taking place.
8. Project manage the 'Get Involved' area of the Refuge website, monitoring accuracy and style, maximising performance and usability of this section. Work closely with the individuals, events and community senior manager to maintain the individual giving areas of the Refuge website.
9. Work closely with the Database and insights senior executive to ensure the Raisers Edge supporter database is accurate, up to date and maximised to its full potential.
10. Liaise effectively with other Refuge teams (e.g. communications/ services departments) to ensure technical accuracy and consistency of message is adhered to in all individual and regular giving work.

### **Internal reporting**

1. Liaise with the Database and insights senior executive to monitor and analyse the performance of all individual giving appeals (including cash appeals, regular giving, in memory giving and legacy income) to ensure that learning is fed into future appeals.

### **Managing external suppliers**

1. Work with the individuals, events and community senior manager and the director of communications to manage Refuge's relationship with its key individual giving suppliers and agencies and ensure the delivery of inspiring, original and creative work.
2. Monitor the quality of all aspects of service from Refuge's key suppliers and agencies, and ensure appeals are cost-effective, within budget, achieve objectives and on schedule.

### **Competitive market place**

1. Keep abreast of developments in the voluntary and individual giving sector to ensure appeals are compliant with Data Protection laws, Fundraising Regulator guidelines, codes of practice and all relevant legislation.
2. Join all relevant individual giving forums in the sector and explore all networking and knowledge sharing opportunities.
3. Regularly monitor the competitive market place identifying new trends, systems or individual giving techniques that can be used at Refuge to enhance the fundraising strategy.

### **Managing health, safety and security**

1. Promote and ensure safe working for self and others by strict adherence to Refuge security procedures and health and safety policy.
2. Ensure that security of sensitive information is maintained and complies with the requirements of the Data Protection Act 1998.

### **Managing self**

1. Promote and support equality and empowerment which underpins Refuge's work.
2. Develop and maintain positive, collaborative working relationships with all Refuge staff across the organisation and externally.
3. Adhere to and co-operate with all Refuge policy and procedures.
4. Maintain a good understanding of domestic violence issues and research in order to communicate these effectively to the team and donors.
5. Carry out any duties which may reasonably be required in the light of the main purpose of the job.