

## Job profile and person specification

<b>Job title</b>	Acquisition Direct Marketing Manager – Donor Appeals
<b>Reports to</b>	Senior Acquisition Direct Marketing Manager
<b>Department</b>	Direct Marketing
<b>Salary</b>	Confidential
<b>Hours</b>	37.5
<b>Job type</b>	FTC – 12 months
<b>Date</b>	June 2017

### Job Summary

Every day brings new challenges at Great Ormond Street Hospital (GOSH). Every day, 618 seriously ill children from across the UK arrive for life-changing treatments. Every day, young lives hang in the balance as patients, families and staff battle the most complex illnesses. And every day, the brightest minds come together to achieve pioneering medical breakthroughs that change the lives of thousands of children – and change the world. This extraordinary hospital has always depended on charitable support to give seriously ill children the best chance to fulfil their potential. Without donations, Great Ormond Street Hospital Charity can't help fund ground-breaking research, advanced equipment, child and family support services, and the rebuilding and refurbishment of wards and medical facilities. Our staff help to raise these vital funds for the hospital. A better future for seriously ill children starts with you.

The post-holder will take responsibility for the delivery of donor appeal related acquisition direct marketing campaign activity. Campaigning activity will include direct mail, door drops, inserts, some digital campaigning and the development of the charity's gaming products. The post holder will have responsibility for one direct report (Senior Acquisition Direct Marketing Officer).

The post holder will support the Senior Acquisition Direct Marketing Manager, contributing to the departmental strategy, producing budget forecasts and assessment and reporting on campaign activity.

### Line management responsibility

- 1x Senior Acquisition Direct Marketing Officer
- The post holder will lead on conversations with Operations, Digital, Brand, Database Marketing and Supporter Services in relation to campaigns under their remit.

### Budgetary responsibility

None – but the post holder will make recommendations for significant expenditure budgets as part of the role.



## Main duties and responsibilities

### Acquisition Strategy and budget – Donor Appeals

- Write the overarching campaign marketing plans for activity using marketing knowledge and insight gathered from the sector and previous campaign activity.
- Produce reports on performance activity with recommendations on amends to programme to meet departmental targets.
- As part of the Communications Strategy to review the appropriateness of digital campaigns within the communications mix, developing a programme of activity as required.
- To work in partnership with the DM analysts to develop, understand and implement cash and raffle analysis, using insight to drive data selections (both internal and external) that deliver maximum profit to the organisation.
- To brief the department's Marketing Analysis team and external agencies on selection and analysis requirements.
- To undertake quarterly reviews monitoring performance of internal staff and external agencies. Making recommendations as necessary.
- To make recommendations as part of the quarterly re-forecast process, reporting on variances and reallocating budget as required.
- Report on the import of data files from suppliers under the remit of the role, highlighting inconsistencies or variances.
- Manage the set-up of new agencies as required ensuring they are briefed to meet SLAs.

### Cash appeal programme

- Develop the annual cash appeal strategy and thereafter manage programme implementation.
- To develop the creative brief for new appeals briefing internal and external agencies as appropriate.
- To tightly control the case study process ensuring all permissions are in place.
- To oversee the development of copy and artwork of appeals and promotional materials.
- To oversee the sign off process – ensuring all direct marketing activity clearly reflects the charity's aims, vision and values and to ensure that all material produced adheres to branding and governance guidelines.
- To oversee the briefing of media agencies for the buying of channels such as door drops, inserts and direct mail. Ensure we are getting best value for money and provide a clear strategic direction for the media agencies to work to.
- To oversee the management of the print production of appeals.
- To oversee the production of roll out direct mail appeals.
- To oversee the briefing of the fulfilment house, liaising with the retention team to ensure welcome communications are in line with the charity's welcome strategy.
- To oversee the sign off of invoices related to the appeal, ensuring all are within budget and recorded accurately against campaign logs.

### Gaming programme



- Develop the annual raffle appeal strategy (covering both warm and cold) and thereafter manage programme implementation.
- Work closely with the Retention team to ensure the gaming programme works in conjunction with the supporter journey strategy for existing supporters.
- Create a development strategy for the programme – considering the development of new products such as weekly lottery, subscription raffles and prize draws.
- Prepare strategic briefs and oversee the briefing of the External Lottery Manager, media agencies and Marketing Analysis team for each campaign.
- To tightly control the case study process ensuring all permissions are in place.
- To contribute to copy and artwork development of appeals and promotional materials.
- To oversee the sign off process – ensuring all direct marketing activity clearly reflects the charity's aims, vision and values and to ensure that all material produced adheres to branding and governance guidelines.
- To oversee the management of the print production of appeals.
- Oversee the management of campaign schedules.
- To oversee the briefing of the fulfilment house, liaising with the retention team to ensure welcome communications are in line with the charity's welcome strategy.
- To oversee the sign off of invoices related to the appeal, ensuring all are within budget.
- To work with the Head of Information Governance to ensure all relevant legal documentation is in place (e.g. Gambling Commission licenses) and feedback to the Gambling Commission on an annualised basis in the form of raffle returns.

## General

- To strategically manage direct marketing agencies, specifically:
  - Manage agencies and suppliers, ensuring that contracts are in place, that campaign/ project objectives are clearly communicated and that both client and agency are aware of their roles and responsibilities. This will include written briefs, procedures and post campaign evaluation
  - To make recommendations on how to improve systems further, including making recommendations on alternative suppliers where appropriate.
  - To prepare for and attend meetings with fundraising agencies and suppliers as appropriate.
  - To participate in formal tender processes, writing tender briefs where appropriate.
  - To monitor appeal income and produce specific reports using SAS and the CRM for campaign analysis.
  - To undertake any other projects as required by the Senior Acquisition Direct Marketing Manager and Deputy Director.
  - To supervise the Senior Acquisition Direct Marketing Officer in campaign delivery and setting objectives, undertaking regular performance reviews and 1:1s.

## Person specification

Please denote whether essential (E) or desirable (D)

Key requirements	Essential	Desirable
Extensive experience of direct marketing (ideally within a charity or agency environment)	x	
Significant experience of running print acquisition campaigns such as direct mail, inserts and door drops	x	
Significant experience of gaming programmes – in particular raffle campaign management	x	
Experience of setting up or running weekly lotteries		x
Digital campaigning experience		x
Proven organisational, project and time management skills, demonstrating effective team working and supporting others to deliver to agreed standards.	x	
Ability to manage own workload and to prioritise multiple tasks.	x	
Able to communicate clearly, both verbally and in writing, to a range of people at different levels within the organisation.	x	
Thorough knowledge of fundraising compliance and legislation (i.e. IOF Code of Practice etc.)	x	
Demonstrable line management experience	x	
Numerate and intermediate excel level (confident in collating and delivering weekly/monthly/quarterly DM reports)	x	
Demonstrable attention to detail	x	
Degree qualification and/or Professional Direct Marketing/Marketing or Fundraising Qualification desirable (e.g. IDM, CIM or IOF)		x





This document is not a set of terms and conditions of your contract but a comprehensive guide indicating core responsibilities and accountabilities attributed to the role. We expect all our employees to share the values that are important to the organisation and behave in a way that reflect these in keeping with the competency framework.

All applicants for any post within Great Ormond Street Hospital Charity are required to declare any involvement, either directly or indirectly, with any firm, company or organisation that has a contract with the hospital or the charity. Failure to do so may result in an application being rejected, or, if it is discovered after appointment that such information is being withheld, then this may lead to dismissal.

The employee will have access to confidential information that may only be disclosed to parties entitled to receive it. Information obtained during the course of employment should not be used for any purpose other than that intended. Unauthorised disclosure of information is a disciplinary offence.

Great Ormond Street Hospital and the charity are regulated organisations and, as such, all employees must have their criminal record checked and their name checked against the Violent and Sex Offender Register.

You are required to comply with the regulations of the Human Rights Act 1998 during the course of your employment. Smoking is strictly forbidden on any charity or hospital premises and is considered a disciplinary offence.