



## Job profile and person specification

Job title	Senior Acquisition Direct Marketing Officer – Direct Dialogue
Reports to	Acquisition Direct Marketing Manager – Direct Dialogue
Department	Direct Marketing
Salary	Confidential
Hours	37.5 per week
Job type	Permanent
Date	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.

This post sits within our busy Direct Marketing team, who have responsibility for recruiting and retaining individual donors to the charity. The post holder will take responsibility for the day to day delivery of the charity's Direct Dialogue regular giving appeals, helping to deliver the department's strategy by developing and establishing both existing and new channels to recruit individual donors. The role has specific responsibility for campaigns primarily geared towards recruiting regular givers to the charity – including face to face fundraising (currently door to door and private sites) and telephone fundraising campaigns. The person should be a strong project manager who has a fantastic knowledge of fundraising legislation and compliance. The successful candidate will develop relationships with key suppliers and fundraisers as well as a number of internal stakeholders so should be an excellent communicator and adept at managing multiple projects at once.

### Line management responsibility

- No official line management responsibility but 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 be responsible for monitoring significant expenditure budgets as part of the role.

## Main duties and responsibilities

### Campaign management

- Project manage the day to day running of the charity's direct dialogue campaigns (currently telephone fundraising, private site and door to door) working towards the achievement of our ambitious fundraising targets.
- Evaluate weekly results by key performance metrics to then proactively and independently work with the agencies to address under-performance and celebrate great results.
- Hold weekly status meetings, and organise quarterly strategy review forums. Produce agendas and contact reports as appropriate ensuring actions are followed up on.
- To prepare briefs, gather resources, review artwork and share cost estimates with manager for sign off. To be responsible for ensuring all marketing materials, including scripts, copy, and other materials are signed off by the appropriate sources and comply with Brand guidelines.
- Manage usage of materials, ordering all required materials (stationery, thank you booklets, uniforms etc).
- Take responsibility for updating the agency fulfilment log and supplying agencies with fundraising materials when required.
- Brief the Operations and Governance teams on all campaign activity and work closely with the teams to make sure that all exports are received and correctly recorded in the charity's CRM and audited against results and invoices.
- Brief the Supporter Services and Press teams on campaign activity and proactively seek to build a positive narrative around direct dialogue fundraising.
- Manage schedules and set up of new campaigns as required, being part of the pitch process, working with Operations and Finance to establish data import and invoice tracking processes. To provide user technical acceptance testing support as required.
- Work with agencies to monitor territories and sites visited, maintaining a monthly record and updating the charity's website as required.

### Financial management and reporting

- Work with the Marketing Analysis team to develop and monitor attrition and lifetime value reporting to gain an accurate picture of the long-term effectiveness of each type of marketing activity. Ensure suppliers receive regular attrition files and reports.
- Ensure results are updated on a weekly basis and present these to the Deputy Director.
- Track all expenditure and income against budget and target (including reviewing all invoices) and report regularly on its implementation.



- Work with the charity's CRM and finance team to establish a suite of tracking reports which will streamline and simplify the tracking of expenditure against recruitment and attrition reporting.
- Support the checking process for the monthly management accounts and reporting on the reasons for variances against budget.
- Review the monthly AURRADS summary report and question any anomalies with the Direct Debit and Gift Aid Manager.

#### Training and quality control

- Work with the Senior Training and Quality Control Officer to ensure that third party staff are trained and monitored effectively. Support with training and tours as required.
- Manage and administer the fundraiser engagement programme – producing thank you communications and events as required.
- Undertake mystery shopping and call listening on a regular basis under the direction of manager and Senior Training Quality Control Officer.
- Work with the Senior Training and Quality Control Officer to ensure the appropriate quality control of external agencies – ensuring they adhere to industry and legal Codes of Practice.
- Assist the Senior Training and Quality Control Officer in complaints monitoring supporting in the production of the monthly Directors report.

#### Market place monitoring

- Keep abreast of innovative direct marketing practises – recommending appropriate new campaign ideas and initiating tests across existing campaigns.
- Maintain your knowledge of the competitor activity, reading the trade press and networking; regularly sharing knowledge with the wider team.
- Undertake quarterly research in to other hospital's fundraising activity and feedback to manager any potential conflicts of interest to ensure we are not door-stepping other hospitals.

#### General

- We always aim to provide support across the team and charity. At times, you will be asked to work on charity events, undertake hospital tours and volunteering at challenge events. It's a wonderful opportunity to experience first-hand the work of the hospital, and to meet with supporters.
- It is a busy team, so you should be comfortable working at a fast-pace and prioritizing as appropriate. It will be critical you efficiently and independently manage your own workload, working to SMART objectives. Accuracy and attention to detail are key.
- To undertake any other projects as required by the Manager as appropriate to the role.

## Person specification

Key requirements	Essential	Desirable
Significant experience of direct marketing (ideally within a charity or agency environment)	x	
Experience of running direct dialogue campaigns	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 both internally and externally.	x	
Demonstrable attention to detail	x	
Numerate and intermediate excel level (confident in collating and delivering weekly/monthly/quarterly DM reports)	x	
Thorough knowledge of fundraising compliance and legislation (ie IOF Code of Practice etc).	x	
Client-side or Agency experience considered		x
Degree qualification and/or Professional Direct Marketing/Marketing or Fundraising Qualification desirable (eg 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.