

## Marketing & Fundraising Manager (Legacies)

|                    |                              |                          |   |
|--------------------|------------------------------|--------------------------|---|
| <b>Job Level</b>   | 4                            | <b>Job Reference No:</b> |   |
|                    |                              | <b>Role review date:</b> |   |
| <b>Directorate</b> | Mass Marketing & Fundraising | <b>Function</b>          | Legacy Marketing & Fundraising Team           |
| <b>Service</b>     | Legacies                     | <b>Reports to:</b>       | Senior Legacy Marketing & Fundraising Manager |

### Scale and scope of role

|  |     |  |     |
|--|-----|--|-----|
| <b>Direct reports</b>                        | 0   | <b>Indirect reports</b>                | 0   |
| <b>Budget responsibility/ accountability</b> | N/A | <b>Accountable for other resources</b> | N/A |

### Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

### Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

### Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

## Purpose of the role

Legacies currently raise approximately £40 million each year, which is about a quarter of the British Red Cross' total fundraised income. This role will manage the acquisition and engagement of legacy supporters through multiple media channels, working collaboratively across directorates on integrated campaigns and developing the optimal supporter journey to maximise legacy income potential.

## Key responsibilities

### Legacy Campaign Management

- Manage the creation, planning, delivery and evaluation of multi-channel legacy marketing campaigns to support the delivery of the legacy strategy (e.g. TV, Direct Mail, Telephone, Digital), as well as supporting team members with their campaign management
- Deliver legacy fundraising projects to schedule, to budget and to a high standard
- Work collaboratively with internal stakeholders and liaise with external agencies and suppliers to deliver campaigns and projects
- Monitor, communicate and document key performance indicators (KPIs) across campaigns
- Analyse results and draw on external learnings and insights to inform analysis requests – briefing the Data & Insights team with these data requirements to ensure activities are insight-led – and make recommendations based on knowledge of the organisation and the external market to maximise net income and improve supporter engagement
- Manage relationships with insight agencies to commission research projects so that key learnings can be gained about the wider sector and the British Red Cross, being the lead for ensuring this insight is shared and used across Legacies and other internal teams
- Engage with other key legacy and other fundraising activities and developments in the wider sector to actively make recommendations on future improvements and opportunities
- Work closely with teams within Legacies and across the organisation to optimise supporter journeys, including reviewing journeys for new legacy supporters as well as onward engagement for existing legacy supporters.

### Product Management

- Manage the day-to-day of legacy products, such as will writing providers, being a key contact for these external partners and ensure necessary processes and procedures are being followed
- Analyse the ROI, pledge inclusion, and conversion rates to produce and lead on strategic recommendations on the suitability of the product for British Red Cross audiences and how to market it
- Be an advocate for the product, sharing information and support within Legacies and the wider organisation.

### **Expenditure and Budget Management**

- Record, process and reconcile expenditure, supporting the Senior Legacy Marketing & Fundraising Manager with monthly account reconciliations
- Support the creation of annual budgets, the monitoring of campaign income and expenditure, and the reforecasting throughout the year
- Negotiate contract terms to ensure the best value for the organisation

### **Team Member**

- Actively participates in all team meetings
- Supports other team members, including deputising for the Senior Legacy Marketing & Fundraising Manager (where appropriate)
- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society’s values (inclusive, compassionate, courageous and dynamics)

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

## **Pre-engagement checks**

### **Criminal Records**

Type of criminal record checks required for this role

|   |
|---|
| <b>England and Wales – Disclosure and Barring Service (DBS)</b> |
| <ul style="list-style-type: none"> <li>• None</li> </ul>        |
| <b>Scotland</b>   |

|  |
|--|
| <ul style="list-style-type: none"><li>• None</li></ul> |
| Northern Ireland                                       |
| <ul style="list-style-type: none"><li>• None</li></ul> |

Drivers Check - Required – No

## Person Specification

| Requirements   | Evidence obtained through Shortlisting (S), Interview (I), Assessment (A) |   |   |
|--|---|---|---|
|  | S   | I | A |
| <b>Knowledge and Skills</b>  |   |   |   |
| <b>Essential</b>   |   |   |   |
| <ul style="list-style-type: none"> <li>Excellent knowledge of a range of marketing and fundraising channels and techniques (including: paid and owned social, email, broadcast, print and dialogue)</li> </ul>                   | x   | x |   |
| <ul style="list-style-type: none"> <li>IT literate – Microsoft Office</li> </ul>   |   |   | x |
| <ul style="list-style-type: none"> <li>Excellent organisational skills, with the ability to plan and manage a variety of projects and activities to tight deadlines</li> </ul>   | x   | x |   |
| <ul style="list-style-type: none"> <li>Excellent analytical skills, with a proven ability to analyse and interpret results, translating this analysis into action</li> </ul>   | x   | x |   |
| <ul style="list-style-type: none"> <li>Ability to develop excellent working relationships with colleagues, external suppliers and internal departments, ensuring two-way conversation and actively listening to needs</li> </ul> |   | x |   |
| <ul style="list-style-type: none"> <li>Excellent written and verbal communication skills, including the ability to carry out presentations and produce written documents to a high standard</li> </ul>                           | x   | x | x |
| <ul style="list-style-type: none"> <li>Excellent attention to detail, including proofreading skills</li> </ul>   | x   | x | x |
| <ul style="list-style-type: none"> <li>Excellent numerical skills and ability to analyse campaign results</li> </ul>   | x   | x |   |
| <ul style="list-style-type: none"> <li>Excellent negotiation skills – both with internal colleagues (influencing decisions) and external suppliers (contracts worth thousands/millions of pounds)</li> </ul>                     |   |   |   |
| <b>Desirable</b>   | x   | x |   |
| <ul style="list-style-type: none"> <li>Experience of databases</li> </ul>  | x   | x | x |
| <ul style="list-style-type: none"> <li>Experience in writing fundraising/direct marketing copy or scripts</li> </ul>   | x   | x |   |
| <ul style="list-style-type: none"> <li>Creative thinker</li> </ul>   |   | x |   |
| <ul style="list-style-type: none"> <li>Strong team worker and self-motivator</li> </ul>  |   | x |   |
| <ul style="list-style-type: none"> <li>Willingness to use initiative and have the confidence to make decisions</li> </ul>  | x   | x |   |
| <ul style="list-style-type: none"> <li>Knowledge of legacy marketing and fundraising, as well as what legacy audiences might look like and how to engage with them</li> </ul>  |   |   |   |

| <b>Experience</b>   | <b>S</b> | <b>I</b> | <b>A</b> |
|---|----------|----------|----------|
| <p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Experience working in a marketing or fundraising environment</li> <li>• Proven and significant experience creating and managing a range of marketing and/or fundraising campaigns and projects from start to finish - in particular, offline channels such as direct mail and TV</li> <li>• Experience working with and managing relationships with media agencies to plan, deliver and evaluate mass marketing campaigns</li> <li>• Experience in data analysis, including analysing trends and KPIs, applying learnings and making recommendations to improve the marketing or fundraising programmes</li> </ul> | X        | X        |          |
| <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience specifically in legacy marketing</li> <li>• Experience in gathering and using audience insights</li> <li>• Proven ability to work to very tight deadlines across multiple campaigns and projects in a dynamic environment with often changing priorities</li> <li>• Experience in managing campaigns to reach tens/hundreds of thousands of people</li> <li>• Experience / understanding of supporting the decision-making skills and development of others, empowering people based on their skills and expertise</li> </ul>   | X        | X        |          |
| <b>Additional requirements</b>  |          |          |          |
| <p><b>Essential</b></p> <ul style="list-style-type: none"> <li>- Ensures inclusive practice, challenges discrimination and promotes diversity in line with our <b>Equality, Diversity and Inclusion (EDI) policy</b>.</li> </ul>  |          |          |          |
| <b>Values in Action</b>   |          |          |          |
| <p><b>Dynamic</b> - We move forward as one team.</p> <ul style="list-style-type: none"> <li>- Every day, we're adapting, innovating and learning.</li> <li>- When the unexpected happens, we are calm, quick and efficient.</li> <li>- We respond smartly, using clear processes and systems.</li> </ul> <p><b>Compassionate</b> - We stand for kindness.</p> <ul style="list-style-type: none"> <li>- People come first, no matter who or where they are.</li> <li>- We have genuine, open-minded conversations.</li> <li>- Together, we're a united force for good.</li> </ul>  |          |          |          |

|   |  |  |
|---|--|--|
| <p><b>Inclusive</b> - We are open to all.</p> <ul style="list-style-type: none"> <li>- We treat each other with dignity and respect.</li> <li>- Every person's uniqueness is valued, supported and celebrated.</li> <li>- Our individual backgrounds and experiences make our organisation stronger.</li> </ul> <p><b>Courageous</b> - We are bold.</p> <ul style="list-style-type: none"> <li>- We show our strength by doing the right thing.</li> <li>- We aren't scared to test our creative ideas.</li> <li>- As humanitarians, we go the extra mile to help people in crisis</li> </ul> |  |  |
|---|--|--|

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.