

Marketing and Fundraising Project Manager

Job Level	4	Job reference No.	
		Role review	June 2024
Directorate	Marketing and Fundraising	Service/Function	Acquisition, Engagement & Loyalty (AE&L)
Reports to	Specified manager within AE&L team		

Scale and scope of role

Direct reports	N/A	Indirect reports	N/A
Budgetary responsibility / accountability	Up to £3k	Accountability for other resources	N/A
Reach and impact	Lead on scoping, planning and delivery of multi-channel fundraising projects and public-facing campaigns to inspire and engage tens to hundreds of thousands of new and existing supporters, while maximising net income.		

Context

We help anyone, anywhere in the UK and around the world, 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 global Red Cross and Red Crescent humanitarian network.

Our values and principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything 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

This role sits in our newly created integrated marketing and fundraising directorate. The vision for the combined directorate is to develop ambitious and audience-focused engagement strategies, which span the full portfolio of BRC's activities from fundraising to social enterprise, volunteering, and operations. We will work together towards a single set of shared goals that enable us to prioritise and maximise opportunities and deliver annual net income growth of £30m p.a. by 2030 and increase the impact of all our marketing. This role will manage projects and campaigns that engage supporters and the public through multiple channels, working collaboratively across directorates on integrated campaigns and new initiatives, with additional income and expenditure management responsibilities.

Main responsibilities

Fundraising Projects

- Manage the creation, planning, delivery and evaluation of multi-channel, compliant, insight-led, audience-centric campaigns to enable us to deliver the marketing and fundraising strategy
- Deliver marketing and 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 projects and campaigns
- Regularly monitor, communicate and document key performance indicators
- Analyse results and draw on external learnings and insights to inform analysis requests, making recommendations based on knowledge of the organisation and the external market to maximise net income and improve supporter engagement, briefing the Data & Insight team with analysis requests and data requirements to ensure that management information is obtained, and activity is insight-led
- Keep abreast of key fundraising activities and developments in the wider sector to actively make recommendations on future improvements and opportunities
- Be a champion of the supporter, using user research, testing, insight and analysis to embed understanding of supporter needs into all activity. Working with peers to ensure that British Red Cross provides an inspiring and consistent supporter experience.

Income & Expenditure Management

- Record, process and reconcile expenditure
- Support on the creation of annual AE&L budgets, the monitoring of campaign income and expenditure, and the reforecasting of I&E throughout the year
- Support on the creation of forecasts and return on investment models to plan and evaluate campaigns
- Negotiate contract terms to ensure best value for the organisation

Emergency Appeals

- Liaise with internal departments and external agencies and provide assistance/co-ordinate to deliver an effective emergency fundraising response

Team Member

- Actively participates in all team meetings
- Supports other team members

- Work and behaves in accordance with all British Red Cross policies and procedures
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic)

Pre- engagement checks

Criminal Records

Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

Drivers Checks

> Required: No

Diversity

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Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)		
Knowledge and Skills	Essential	Excellent knowledge of a range of marketing and fundraising channels and techniques (including: paid and owned social, email, broadcast, print and dialogue)	S	I	A
		IT literate – Microsoft Office	S		A
		Excellent organisational skills, with the ability to plan and manage a variety of projects and activities to tight deadlines	S	I	
		Excellent analytical skills, with a proven ability to analyse and interpret results, translating this analysis into action	S	I	A
		Ability to develop excellent working relationships with colleagues, external suppliers and internal departments	S	I	
		Excellent written and verbal communication skills, including the ability to carry out presentations and produce written documents to a high standard	S		A
		Excellent attention to detail, including proofreading skills	S		A
		Excellent numerical skills and ability to analyse campaign results	S	I	A
		Excellent negotiation skills – both with internal colleagues and external suppliers (contracts worth tens and hundreds of thousands/millions of pounds)	S	I	
	Desirable	Experience of databases	S		
		Experience of writing fundraising/direct marketing copy or scripts	S	I	A
		Creative thinker	S	I	
		Strong team worker and self-motivator	S	I	
		Willingness to use initiative and have the confidence to make decisions	S	I	

Experience	Essential	<p>Experience of working in a marketing or fundraising environment</p> <p>Proven and significant experience of creating and managing a range of marketing and/or fundraising campaigns and projects from start to finish</p> <p>Experience of data analysis, including analysing trends and KPIs, applying learnings and making recommendations to improve the AE&L programme, with an understanding of analysis needs specific to AE&L campaigns</p>	S	I	
			S	I	A
	Desirable	Experience of gathering and using audience insights	S	I	
		Proven ability to work to very tight deadlines across multiple campaigns and projects in a dynamic environment with often changing priorities	S	I	
		Experience of managing campaigns to tens/hundreds of thousands of people	S	I	
		Experience or understanding of supporting the decision-making skills and development of others	S	I	
Behaviours	<p>Solution Focussed: Sees multiple connections</p> <ul style="list-style-type: none"> > Anticipates obstacles, thinks ahead about next steps and contingencies <p>Seeking Insight: Investigates and analyses information</p> <ul style="list-style-type: none"> > Investigates problems or situations beyond routine questioning <p>Working Collaboratively: Pro-actively builds collaborative relationships internally and externally</p> <ul style="list-style-type: none"> > Takes the time to be curious, gets to know others and their perspective, formally and informally <p>Developing yourself and others: Supports learning and development</p> <ul style="list-style-type: none"> > Supports other people's development by sharing knowledge, skills and learning 			I	A
Additional requirements	Essential	<ul style="list-style-type: none"> > Ensures inclusive practice and promotes diversity > Be willing to work unsociable hours and be part of the on-call rota to deliver emergency fundraising appeals, when necessary 		I	
	Desirable				

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.