



Job Title: Client Services Director

Salary: £53,000 - £58,000 plus benefits depending on experience

Location: The role is remote but will require a monthly meeting in Brighton to work in person with your team and occasional travel to London to attend client meetings, fundraising conferences, and training events. Regular in-person meetings are preferred for the initial training period.

Job Type: Permanent

Hours Per Week: 37.5 hours full-time

Closing Date: 30th June 2024

Purity is a full-service fundraising agency specialising in telephone and digital channels for charity and NGO fundraising. We work with clients such as Greenpeace, Prostate Cancer UK, and Air Ambulance organisations, focusing on supporter recruitment and development. We are a small team with a passion for fundraising, creating strong partnerships with our clients and providing ethical and exciting journeys for supporters.

This is an exciting opportunity for a Senior Fundraising professional to join our team. Our ideal candidate will have a passion for fundraising and knowledge of the non-profit sector. Previous experience in a senior role in telephone fundraising, team leadership and account management will be essential. They will be a great communicator and team player, leading the Client Services team and the wider Purity team in delivering fundraising campaigns for amazing causes. You will be fully supported by the CEO and the wider Senior Leadership team. Our current Client Services Director will be working on a part time consultancy basis for a period after your start date to help ensure you have the support needed to settle into the role successfully. You will continue to develop the strong relationships we have built with our charity partners, evolving their telemarketing programmes, whilst growing and innovating to support their needs and organisation growth.

The role encompasses all communication channels, working with the Digital Campaign Manager to develop digital and supporting communications.

This role is a Senior Leadership role, and we are looking for someone who has clear leadership qualities who has a passion not only for fundraising, but for ethical supporter focussed fundraising.

Team Leadership

- * **Managing an established team of 5: Senior Account Manager, Account Manager, Accounts Manager, Innovation and Creative Manager, and Digital Campaign Manager**
- * **An integral part of the Senior Management Team**
- * **Working closely with our Head of IT in designing and setting up campaigns and data management**

Account Management

- Strong project management skills
- Managing a high-quality client management service from you and your team
- Line management of the client services team including project management and creative roles
- Lead on business including pitches, tenders and proposals
- Developing innovative performance proposals to drive clients fundraising activity and evolve existing programmes
- Creating a pipeline of annual activity in line with annual capacity
- Developing telephone and digital communications such as SMS, Email and Social campaigns
- Guiding clients in annual forecast volumes and expected results across campaigns
- Ability to create and deliver regular detailed campaign reviews which include in depth analysis of all KPI's, data segmentation and innovation to evolve fundraising strategies
- Managing and forecasting Purity's annual business capacity
- Lead on decisions in conjunction with CEO, Directors, Head of IT and Head of Fundraising
- SLT member
- New Business acquisition when required and delivering business objectives and growth, ensuring stability of business and opportunities outside of telephone
- Ability to be flexible and respond positively to change
- Ability to form positive relationships with colleagues, clients, and the sector in general
- Work effectively under pressure, and managing the team to deal with conflicting priorities
- Be a self-starter who is keen to take responsibility for their own work and actions
- Continue to develop ad hoc social and telephone campaigns with our telephone agency partners
- Be able to demonstrate strong IT skills

- A strong understanding of quality and compliance in telephone fundraising and a passion for the third sector is essential
- Previous experience with a charity or fundraising agency working in with TM Campaigns is essential
- Creativity and digital skills are encouraged as we have a digital offering and the Client Services Director works both closely with, and managing the Digital Campaign Manager to provide end to end digital and telephone campaigns
- Ability to understand data manipulation and analysis
- Encouraging best practice across the sector
- Exceptional eye for detail

Please call 07702 503972 for an informal chat with Helen Mackenzie, CEO or apply with a covering letter and CV to helen@purityfundraising.com