

Fundraising

Direct Marketing Manager, Acquisition

The job, in a nutshell

This is an exciting and critical role in Age UK's Individual Marketing team that will be responsible for the delivery of the Acquisition strategy and programme to recruit new financial supporters through creating excellent supporter experiences and deepening relationships with our target audiences.

Individual Marketing is a key component in Age UK's income generation strategy, with ambitious growth projected by 2030 – this role will be crucial for achieving this.

www.ageuk.org.uk

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.
Registered charity number 1128267. Company number 6825798.

Our values

-  Collaborative
-  Ambitious
-  Impactful
-  Inclusive

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What you'll do for us:

- Regularly assess supporter entry points and thanking processes, identifying areas of improvement, and working with internal teams to ensure an excellent supporter experience across channels and giving methods.
- Foster positive collaborative working relationships with cross-org stakeholders, advocating for the needs of your team. Use your initiative to seek solutions, improve processes and drive programme growth.
- Manage relationships with external agencies and suppliers to ensure that your programme is achieving KPIs and running smoothly, including holding regular meetings to analyse results. Work with colleagues and the Legal team to ensure contracts are up to date and monitor the quality of suppliers' work in line with relevant regulations.
- Line manage 2 Senior Direct Marketing Executives, following all relevant Age UK policies and procedures including training and development of staff. Conduct regular 121s and performance reviews against objectives, and oversee implementation of agreed activities to ensure compliance and best practice.
- Take a bold approach to innovation; keeping abreast of trends in the marketplace to inspire new approaches to engage target audiences. Adopt a growth and fail fast mindset to test and learn in order to achieve strategic objectives. Work collaboratively with suppliers, other team members and departments to generate ideas and ensure opportunities for innovation are explored, e.g. by organising ideation sessions or preparing or feeding into business cases.
- Ensure all activity aligns or integrates with Age UK's brand guidelines wider income and brand story, aims and objectives, and that all

Location

Hybrid/London

People management

Yes

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communications follow Charity and data protection legislation and meet relevant Fundraising Regulator, DMA, TPS & Charity Commission guidelines.

- Collaborate with managers across Public Fundraising to enhance, improve and innovate strategy.
- Drive, manage and deliver Public Fundraising campaigns as required. Working on wider fundraising campaigns and income generation initiatives when expertise and capacity lend itself - as part of a wider internal culture of collaboration and personal development.
- Undertake any other reasonable duties as requested by the Head of Individual Marketing & Lotteries and the Director of Public Fundraising

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Must haves

The letters after each competency indicates at what stage in the selection process this area will be assessed.

Application = A, Interview = I, Test = T, Presentation = P

Experience

- Demonstrate a solid foundation of experience within the Acquisition Direct Marketing discipline across offline and online channels with single and multiple product journeys. **A, I**
- Proven experience of recruiting new supporters via face-to-face campaigns **A, I**
- Proven financial planning experience, including reforecasting and budget-setting, with a history of strategic decision making when building forecasts **A, I**
- Experience of using data and insight to drive performance optimisation and improvement **A, I**
- Ability to manage several priorities within a fast-paced environment, working on many projects concurrently with multiple internal and external stakeholders, and the ability to ensure they are delivered on time and within budget. **A, I**

Skills and knowledge

- Clear communication and interpersonal skills, with the ability to work with people at all levels **I**
- Ability to work on own initiative as well as part of a team **I**
- Confident proactively finding solutions in complex situations, navigating different stakeholder needs and expectations **I**
- Highly organised and ability to manage a range of competing priorities at the same time **I, T**
- An understanding of acquisition programmes and how to reach and convert target audiences to provide the best lifetime value **A, I**
- Excellent project management skills **A, I, T**
- Strong numerical and analytical skills **I, T**

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- Ability to critically assess concepts and copy based on fundraising best practice, in order to meet income targets **A, I, T**
- Proficient in the use of MS Office applications, particularly Excel and Word **T**

Great to have

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Experience

- Experience of line management and performance management **A, I**

Skills and knowledge

- Knowledge of the function of a Fundraising or Income Generation division, and the role of Individual Giving within this **A, I**

Any other details

We operate a hybrid-working model, a blend of home and office working. This role will include regular days working from our London office - currently once a week on a Thursday and may involve occasional travel for meetings and events. Travel costs to the London office are the responsibility of the postholder and are not covered by the charity.

This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role.

In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.

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Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.

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