

Job title: Fundraising and Campaigns Marketing Manager

Reports to: Digital Marketing and Engagement Manager

Reporting to job holder: N/A

Overall purpose:

As Fundraising and Marketing Executive in the Marketing & Communications team, you will drive Ben's fundraising and commercial services with individuals and businesses within the automotive industry. You'll work closely and collaboratively with colleagues to deliver the best possible results for communications delivered both digitally and physically (this can include content on our website, social channels, email and printed materials) to support the delivery of Ben's overall strategy.

Principal accountabilities:

- Managing the day-to-day marketing of fundraising/income campaigns using a test-and-learn approach across a range of new and existing channels and products
- Managing campaigns and projects from planning to delivery and evaluation, ensuring they are delivered on time and on budget
- Assisting with the ongoing monitoring and optimisation of fundraising campaigns and products
- Researching competitor campaigns, market trends, new tools and platforms

Planning and organising

- Create and execute Fundraising and Marketing plans to promote Ben's services, events and campaigns against budgets and with clear ROIs, in line with longer-term org strategy
- Work across the range of fundraising and commercial products and services, to ensure pricing, positioning and promotional activities are aligned for maximum impact
- Support to look after brand management of Ben's fundraising and commercial brands (Dolt4Ben, ILC, BenBall, BenTraining etc.)
- Plan, create and develop high-quality content which is tailored to audience personas, which they will find engaging and meets strategic objectives
- Utilise various channels, including social media, website, email marketing and traditional media, to reach the target audience effectively
- Support to develop a programme of regular content. Maintaining and updating Ben wide calendars as appropriate
- Work with colleagues to develop new products and update existing products that are relevant for our audiences that are channel and brand appropriate
- Manage the design, production and distribution of marketing collateral (digital and print), making sure it is consistent with our messaging, tone of voice and is audience appropriate
- Manage end to end email process – from creating emails, automations, using correct data & segments to sending & then evaluating campaigns
- Support online advertising (social, retargeting and PPC)
- Use a test and learn approach in order to learn from user behaviour and to ensure Ben leverages digital communications channels to reach and engage target audiences

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Version: 1.0

Date: 30/01/2024

Ben - Motor and Allied Trades Benevolent Fund. Registered office: Lynwood Court, Lynwood Village, Rise Road, Ascot SL5 0FG. A charity registered in England and Wales (no.297877) and Scotland (no.SC039842). A company limited by guarantee, registered in England and Wales (no.02163894). Registered with the Homes and Communities Agency (no. LH 3766).

Business focus

- Ensure data is used/collected within relevant legislative guidelines (Data Protection/GDPR)
- Work with the Digital Marketing and Engagement Manager to ensure there are clear objectives and KPIs for Ben services as well as a model for tracking and reporting
- Delivering compelling marketing activity that furthers Ben's ambition and strengthens its ability to deliver on its mission
- Collaborative creation and production of marketing materials in online and offline versions to support of the plan, including campaign, fundraising and supporter communications
- Help deliver core campaigns and activity that forms the basis for marketing activity in conjunction with Ben's fundraising ambition, working closely with colleagues across the Partnerships, Engagement & Income department
- Collaboration with other teams within Health & Wellbeing, aligning awareness and engagement activities to maximise the performance of all campaigns
- Day to day management of the fundraising and commercial content of Ben's website in terms of content, functionality and updates (in close collaboration with Customer Experience team and appropriate tech support)
- Collaborate with the digital engagement team to ensure fundraising and commercial activities are represented in the wider Ben plan for SEO and web content
- Champion evidence-based decision making to inform marketing activities
- Manage Ben's digital content and update Ben's content library, as well regularly map and review content to ensure it is relevant and up to date
- Ensure that written content is created using the appropriate language, is carefully proofed and reflective of house style
- Provide creative ideas for user content will engage different audiences (B2B and B2C and B2B2C), with suitable touchpoints to support various campaigns

Communication

- Ensure communications, campaigns, and all giving activities are creative, innovative and attract a wide level of support, providing Ben / the charity with a robust supporter base
- Proactive dialogue and stakeholder engagement across internal departments and functions
- Ensure that stakeholders receive correct reports and analysis of all digital communications campaigns, working with both third-party agencies and inhouse Data and Insights Analyst to provide these
- Communicate product updates to relevant colleagues across the organisation
- Create & monitor external communications that adhere to Ben's creative and tone of voice guidelines

Budgetary control

- Ensure that any spend is agreed with the Digital Marketing and Engagement Manager prior to purchase
- Any spending is within agreed timeframes and budget complying with internal processes
- Work with 3rd party organisations as appropriate and agreed

Managing performance

- Use a test and learn approach to gain insights about user behaviour and customer experience / satisfaction in accessing Ben's content
- Set and agree metrics to measure performance of content for specific campaigns / various projects as applicable

- Monitor performance of all digital communications activity and provide insight on how to optimise communications for key audiences per channel
- Keep up to date with new developments in digital marketing communications/fundraising initiatives and identify promising new tools and approaches

Stakeholder relationships

- Working with colleagues across the Partnerships, Engagement & Income function to build supporter journeys and ensuring these are deployed as needed to give an excellent supporter experience
- Close working relationships with Customer Experience department and functions to support fundraising and commercial marketing plans
- Support colleagues at each stage of the product/service development cycle and empower them to understand the role of marketing and how best we as a team can support them
- Support stakeholders across the organisation to evaluate success of activities and demonstrate how data and insights can be best used to inform future developments
- Support the Partnerships, Engagement & Income function to provide excellent customer service to external stakeholders

Achieving customer service excellence

- To value and support diversity and equality of opportunity for our customers and colleagues
- Deliver exceptional high-quality service to all stakeholders, ensuring their experience exceeds expectation and delivered optimal customer satisfaction
- Ensure Ben's website has high quality content that is current, accessible, SEO, accurate, meets the needs of audiences and is aligned to support journeys

Additional duties

- Work within Ben policies and procedures at all times
- Agree personal and performance KPI's and objectives with active participation in Ben's annual appraisal process (including attending 12 month, 6 months and 1 month review meetings depending on contract)
- Participate in monthly and quarterly performance review meetings and provide a summary of areas discussed and actions within a week of the meeting taking place
- Agree work priorities as applicable during monthly and quarterly review meetings
- Ensure any monthly, quarterly, and annual reports are submitted as required in a timely manner
- Attend team meetings (as required) – this may include travel and / or overnight stays
- There may be times when the Fundraising and Marketing Executive will be required to support additional duties and / or projects. This will be discussed with the Digital Marketing and Engagement Manager and agreed with the Fundraising and Campaigns Marketing Manager.

This job description is not intended to be an exhaustive list of responsibilities and will be regularly reviewed and amended as necessary after consultation.

Deliverables – Key measures:

Planning and organising

- Working across the range of B2B/B2C products and services, ensuring pricing, positioning and marketing activities are aligned for maximum impact
- Contributes to discussions and suggests appropriate promotional activities

- The design, production and distribution of marketing collateral (digital and print), is managed effectively, within agreed timescales and meets deadlines
- Marketing support is offered and utilised at appropriate stages in the development of new products and the updating of existing products

Business focus

- All new product/service propositions are aligned to Ben's strategy
- Work is delivered within agreed timescales, KPIs are tracked and reported against regularly
- Evidence based decision making is championed to inform marketing activities

Communication

- Stakeholders for each project are kept informed and involved as applicable
- Stakeholders receive correct reports and analysis of all market research and product/service performance
- Appropriate communication methods are used to support stakeholders understand their marketing results

Budgetary control

- Spend is by agreement with relevant budget holder and compliant with internal processes

Managing performance

- Work is prioritised and multiple projects are managed simultaneously
- Key stakeholders are involved at the relevant stages and kept informed of progress
- All marketing activities and monitored, tracked and reported

Stakeholder relationships

- Colleagues are supported at each stage of the product/service development cycle and understand the role of marketing and how best we as a team can support them
- Stakeholders across the organisation can evaluate success of activities and understand how insights can be gained and best used and applied in future developments

Achieving customer service excellence

- All stakeholder expectations are met if not exceeded for each project/campaign
- Partners, stakeholders and colleagues experience a positive and engaging environment where they are treated with respect and their differing needs are recognised, valued and responded to appropriately

Additional duties

- All deliverables stated above, plus:
 - Submitting all reporting performance requirements (as outlined in accountabilities)
 - Attendance at HWB / wider Ben meetings at applicable
 - Project / actions completed as per stated timelines
 - Occasionally support on Health and Wellbeing campaigns / where different projects overlap

PRIDE values

PRIDE values

To embody and deliver the role of Digital Content Executive in line with our values: -

Passionate

Respectful

Inclusive

Driven
Empowered

Fostering the following PRIDE behaviours:

- Working with people – demonstrating commitment to developing self and others, showing leadership, working as a team, and taking ownership.
- Delivering business success – demonstrating analytical thinking, commercial awareness, customer service excellence, drive for excellence, strategic thinking, business acumen.
- Personal effectiveness – demonstrating strong communication, drive for results, willingness to make things happen, motivated to influence, and make an impact, excellent organisation and planning and self-confidence

Experience required (E = Essential / D = Desired):

- Significant marketing and fundraising experience and responsibility within a non-profit environment (**minimum 2 years**) (E)
- Experience of creating and delivering an annual programme of marketing (E) and fundraising activity (D)
- Experience of working in the automotive industry either in a campaign or hands on capacity (D)
- Experience of delivering strong ROI on fundraising campaigns (E)
- Confident communicator at all levels of the organisation, with the ability to work collaboratively across different areas of the organisation as required (E)
- Very strong organisational and project management skills, with the ability to prioritise tasks and activities across multiple, simultaneous projects (E)
- Understanding and interpreting data (D)
- Experience of traditional and online marketing with an excellent understanding of the digital landscape (E)
- Writing, creating, and producing content in multiple formats for various audiences and touchpoints
- Managing end to end email production from data management and segmentation to email creation to sending and evaluation
- Understanding and application of brand guidelines (E)
- Understanding and creation of on-page SEO and knowledge of the wider SEM implications (D)
- Social media channels, analytics and scheduling software e.g. Sprout Social

Technical Knowledge (E = Essential / D = Desired):

- Degree level qualification and/or digital marketing qualification (D)
- Understanding of the principles of customer journey planning and stewardship (E)
- Knowledge of regulatory environment for fundraising including data protection, Gift Aid and fundraising codes of practice and regulation (E)
- High level of computer literacy (MS Office) and the ability to pick up new systems and software quickly (E)
- Experience of using CRM (Salesforce) and CMS (Umbraco) systems (D)
- Project management/collaborative working tools (E)
- Numerate and literate, with good standard of education
- Knowledge of Adobe Acrobat Creative software (D)
- Knowledge of marketing principles and techniques
- Understanding of how data describes audiences and how this impacts the development and evaluation of content
- Strong attention to detail
- Using a test and learn approach to increase engagement

Other significant role requirements:

- Enthusiastic about digital communication channels
- Creative thinker, full of fresh ideas on how to connect with different audiences
- Excellent written and verbal communication skills
- Ability to deliver projects to high standards with minimum support and adapt easily to change
- Excellent communication skills, building rapport and communicating effectively
- Experience of working in a collaborative and consultative way with in-house teams, taking account of others priorities and helping others to achieve their goals
- Strong team player with the ability to support colleagues, who will work well as part of a team and independently, with minimal supervision
- Self-motivated, proactive and flexible to manage a busy and varied workload - and meet strict deadlines with a high degree of accuracy
- Some travel and out of normal hours will be occasionally required
- Demonstrates a commitment to excellent customer service and to Ben's values and behaviours
- Experience of working for a charity or not-for-profit organisation is desirable

It is also expected that all Ben Employees, will:

- Act as an ambassador for Ben maintaining the highest standards of presentation and conduct at all times
- Comply with all Ben internal policies and procedures including HR, Finance, Health & Safety, Information Governance, and IT
- Ensure health, safety and environmental risks are adequately assessed and managed accordingly

Date updated: 30th January 2024