

Legacy Marketing and Stewardship Officer

Ref:FC2224

Brooke's work across Africa, Asia and Latin America transforms the lives of animals and people in the communities we serve. With a new global strategy and ambitious plans for growth into 2025 and beyond, this is a key role to support Brooke's legacy income for the future.

Role details

Reports to: Legacy Marketing Manager

Responsible for: N/A

Location: Central London, Leadenhall Street (hybrid)

Hours: 35 Hours per week, Full-time, 9am to 5pm

Salary: £35,664 per annum

Contract type: Permanent

Closing date: 24th June 2024



Who we are



About Brooke

In 1934, Dorothy Brooke set up a hospital for ex-warhorses in Cairo. Fast forward 88 years, and many dedicated personnel later, we are now the leading global welfare charity for working equines throughout Asia, Africa and Latin America.

Our vision is of a world in which working horses, donkeys and mules are free from suffering and have a life worth living.

Our mission is to achieve immediate and lasting change to the lives of working horses, donkeys and mules and the communities that depend on them.

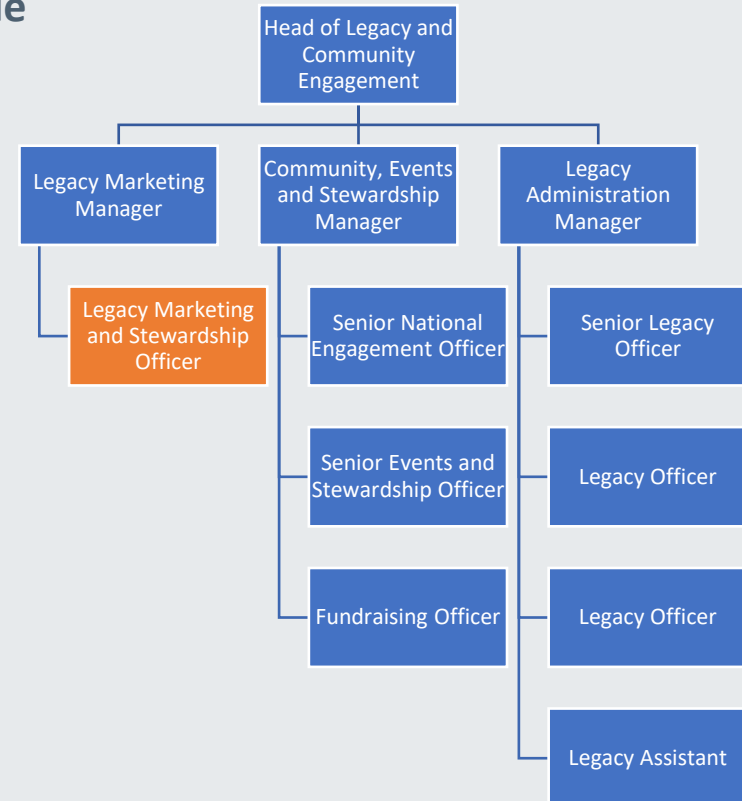
Being part of Brooke's team

Working at Brooke means joining a highly skilled, knowledgeable and dedicated team, together pursuing the goal of global compassion and healthcare for working horses, donkeys and mules.

Around 600 million people rely on these animals to put food on their tables, send their children to school and build better futures for themselves and their families. But people's poverty impacts on the care their animals receive.

We work with animal owners, animal health systems, communities, service providers, governments and international organisations to make long-lasting improvements to the lives of animals and their owners.

Department structure and position of the role



Our values

We are proud to be Brooke. We are resourceful, share new ideas and help each other succeed.

Together we make change happen

Purpose of role



This role sits within Brooke's Fundraising & Communications (FundComm) directorate, which has recently embarked on a new five year strategy & implemented a new Supporter Engagement Funnel framework - which defines the steps a supporter takes from awareness about our cause, through to donating, and ultimately ongoing loyalty.

The Legacy & Community Engagement team brings in over half of Brooke's income (c. £12m p.a.) through developing deeper engagement & motivation of some of our most loyal supporters – those giving via gifts in Wills. This role will be instrumental to ensuring the ongoing success & continued evolution of the marketing and digital tactics for these audiences.

The purpose of this role is to be an expert in marketing activity delivery, with a particular focus on our legacy audiences; underpinned by a 'digital-first' mind-set. It is responsible for supporting on the delivery of the marketing activities & stewardship for these audiences - with the ultimate goal of increasing the number of supporters who include a gift to Brooke in their Will.

This will be achieved through a mixture of acquisition marketing to new audiences, converting existing Brooke supporters, stewarding known supporters, and working closely with peers across the directorate to implement a digital-first approach in delivering integrated marketing campaigns & stewardship communications.

Overall purpose of role

- To support the Legacy Marketing Manager with the cultivation and stewardship of Brooke's legacy audiences.

Requirements



Key Responsibilities and Duties

Marketing

- With the Legacy Marketing Manager, develop, manage, deliver and evaluate best in class integrated marketing campaigns to current and potential Legacy supporters – across a mixture of both non-digital and digital channels including but not limited to direct mail, email, organic social, paid social, PPC, display and radio.
- Manage some email and mailing campaigns, including selecting data, copywriting and creative input.
- Day to day management of team webpages including copywriting and image selection.
- Work with marketing agencies and freelancers including briefing, management of delivery and all necessary administrative tasks.
- Lead on the fulfilment of marketing materials including managing external suppliers, stock levels and replenishing stock.

Stewardship

- Undertake Legacy Enquirer stewardship – including enquirer pack fulfilment, processes, data & admin and the delivery of the yearlong welcome journey.
- Undertake stewardship activities including phone calls, thank you cards to acknowledge significant gifts & giving anniversary milestones.
- Regular reporting and tracking of Legacy supporters to monitor engagement and identify stewardship opportunities.
- Day to day management of the legacy marketing post, email inbox & phone number – responding to supporter queries in a timely manner.
- Support on the planning, delivery and evaluation of our legacy stewardship events including virtual events.
- Attend ad-hoc in-person supporter events in order to steward supporters and promote legacy giving.

General

- Follow the Brooke's equal opportunities statement which aims to clarify the value we place on diversity and steps we take to promote equality of opportunity for all.
- Perform such additional tasks as may reasonably be requested from time to time by the Line Manager.
- Adhere at all times to Brooke's policies and procedures; the Fundraising Regulator Code of Practice and legislation including GDPR.
- Proactively contribute to creating a positive and inspiring team culture.
- Ensure our CRM system is updated as needed.

Requirements



Key Responsibilities and Duties

Relationship Building

- Work closely and collaboratively with peers across FundComms to identify and maximise opportunities to promote Legacy-giving to wider Brooke audiences.
- Support your manager in the training & education of internal colleagues to ensure they understand the importance of legacy income to the charity and empower them to promote legacies to their supporter base with confidence.
- Develop positive relationships with internal stakeholders, key suppliers and agencies to ensure delivery of projects on time and budget in the most cost efficient manner.
- Work closely with the Supporter Care team & D&F team to ensure the best possible supporter experience with Brooke.
- Work with colleagues across Brooke and FundComms to ensure all legacy marketing and stewardship activity is documented on channels including our main FundComms Calendar and promoted internally.

Evaluation & Admin

- Embrace the culture of testing, piloting and learning from failures as well as successes.
- Evaluate and monitor campaign and activity performance.
- Share learnings & insights from campaigns and activity with other FundComms teams as appropriate.
- Monitor competitor activity, marketing trends and the wider charity sector environment to inform decision making and contribute to team plans.
- Ensure our FundComms calendar, Expenditure Tracker and team planning documents are kept up to date.
- Record accurate records on our CRM system.
- Raise PO orders.

Person specification



The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which the decision on who to appoint will be made. Please ensure that you show how you meet the criteria outlined below in your application.

	Description	Essential	Desirable
1	Marketing expertise: Demonstrable experience using different marketing tools and channels – both digital and non-digital.	X	
2	Fundraising knowledge: Particular expertise in Legacy fundraising		X
3	Digital knowledge: Demonstrable experience of digital marketing	X	
4	Relationship building: Demonstrable track record of working cross-departmentally to deliver effective marketing campaigns	X	
5	Administration: Strong organisational and administrative skills and the ability to prioritise effectively	X	
6	Copywriting and creativity: Sound copy writing and proof reading skills, with ability to draft and tailor copy for different marketing channels (e.g. supporter emails, landing pages)	X	
7	Communication: Good personal communications skills, with good telephone manner and ability to build strong rapport with supporters	X	
8	Excellent understanding of current marketing and stewardship trends within the charity sector		X
9	Experience of working in an international organisation or charity		X
10	Reporting and monitoring: experience using Excel, CRM systems or other reporting and monitoring tools. Experience of maintaining clear and accurate records	X	

Further information

Managing self and others

Brooke aspires to be a thriving organisation where we strive both personally and professionally for both ourselves and those around us. Managing Self and Others is one of the frameworks we use to ensure we create a great place to work where we can all succeed

Self Awareness	Social Awareness
<ul style="list-style-type: none">▪ Self-assessment▪ Emotional self-reflection▪ Self confidence	<ul style="list-style-type: none">▪ Empathy▪ Organisational awareness – being aware what is going on▪ Helping others
Self Management	Relationship Management
<ul style="list-style-type: none">▪ Self control▪ Taking initiative▪ Adapt and change▪ Success oriented	<ul style="list-style-type: none">▪ Team work and collaboration▪ Inspiring others▪ Building bonds with others▪ Developing others



Further information



Brooke Fundraising and Comms Directorate Occupational Competencies

INSIGHT, MONITORING & REPORTING	PLANNING, BRAND & CONTENT
<ul style="list-style-type: none">▪ Uses understanding of and insight about Brooke's audiences to ensure all content and products align with audience preferences and needs, and monitors results and performance in order to improve.	<ul style="list-style-type: none">▪ Uses evidence to inform short and long-term planning in collaboration with stakeholders across FundComm to design and deliver plans and projects that are cohesive, supporter-centric, effectively represent Brooke's brand and maximise audience engagement.
ACCOUNTABILITY AND WAYS OF WORKING	FINANCIAL MANAGEMENT & BUSINESS ACUMEN
<ul style="list-style-type: none">▪ Building on the Brooke competency of Managing Self and Others - our aim is to develop a team of individuals who are self-starters, inquisitive, reflective and willing to take calculated risks. They learn from failure, take personal accountability for decisions and acts to address issues if things go wrong.	<ul style="list-style-type: none">▪ Maintain, and understand the need for, accurate financial and management information, to aid business decisions, and to ensure efficiency and effectiveness of Brooke fundraising and Comms programmes.

Global Brand Reputation and Risk

Able to provide authoritative direction and guidance to all colleagues in order to protect and enhance Brooke's global brand and reputation with all stakeholders through the planning and delivery of strategic communication across all channels and management of unforeseen external events.

Additional information

Employee benefits:

For information about the competitive employee benefits available to you as one of our team, visit:

www.thebrooke.org/about-brooke/jobs/employee-benefits

