



Associate Director of Mass Fundraising

Candidate Information Pack

Job Purpose

Location: Remote working with regular travel to London and across UK.

Salary: £70-£75k per annum.

Reports to: Director of Fundraising.

Job Summary

The Associate Director of Mass Fundraising will lead our Mass giving strategy, in particular Cash Appeals, Regular Giving, Gaming and Legacy, driving Life time value and net contribution through ever improving CPA's, strong awareness, engagement and retention strategies.

You will also use your omni channel marketing skills to oversee your team leading our cross organisational Christmas and Great Daffodil Supporter facing campaigns, Ensuring the campaigns have clear objectives, are well led and that every team feels appropriately involved. And the campaigns deliver, Income, cold recruitment and brand awareness. And become moments the whole organisation engages in.

Finally you will lead the Innovation team for all of Fundraising. You will ensure the innovation team focus on £1million plus income opportunities, whilst also providing teams with some support in them running their own optimisations projects. You will use your marketing skills to ensure the Innovation strategy is insight and data led. That is focuses on Customer problems and that we can run innovations projects quickly and agilely.

You will have strong knowledge of Fundraising and Marketing. You will have experience in digital (Owned, Earned, Paid), traditional marketing channels (Above and Below the Line) and Face to Face recruitment. You will have an ability to demonstrate equally strong acquisition and retention results throughout your career. You will be data driven and insight led.

You will be skilled in leading agile teams in order to maximise results.

Key skills

- Mass fundraising/ marketing.
- Strong understanding of digital, above and below the line marketing channels.
- Experience leading significant campaigns.
- Strong leadership skills and experience of leading a large team over 15 people.
- Excellent strategic thinking.
- Excellent data and insight skills.
- Highly results driven.

Key Relationships

External

Key marketing and media agencies, key channel owners.

Internal

All Fundraising, Marketing and Comms, all teams Trading, especially online trading Caring Services.

Accountabilities (Duties & Responsibilities)

- Create and drive the mass fundraising strategic approach
- Have experience with multi million pound income and expenditure and budgets. This role is currently responsible for around £60 million pounds income and an £11/ £12 million expenditure. You

should feel very comfortable balancing yearly net income, with life time value and appropriate payback periods.

- Ensure that Marie Curie has one year round mass comms plan that drives income, brand and recruitment. That develops a flow through the year that creates awareness peaks and maximises the returns from those. Create a balanced and effective year round approach. This approach must align with the broader Marie Curie approach and support the wider IIE goals.
- Drive recruitment, retention, net contribution and lifetime value for all areas of your dept. Ensure supporters have an amazing experience that drives them to want to maximise their support and where practical to create positive brand advocates.
- Ensure your teams meet income and growth targets.
- Ensure innovation thrives across Fundraising both in optimisation and substantial innovation.
- Ensure Legacy administration is thoroughly and effectively managed.
- Create a year round comms calendar that aligns with organisation plans and that along with driving long and short term in come also delivers against brand objectives too.
- Work across the organisation to ensure alignment, excellent supporter experiences, and maximise returns for Marie Curie.
- Ensure that the blend of asks across Regular giving, Gaming, Cash Appeal and Legacy.
- Ensure that the team deliver excellent supporter journey's that optimise supporters engagement and involvement with Marie Curie and that retains supporters over the long term.
- Utilise data to optimise performance, identify opportunities, create deep supporter insight that leads to strongly targeted offers. This should include utilising Econometrics, performance data, supporter insight, regular targeted testing and market research to optimise results and build a long term strategy.
- Be a great leader who provides support, development and direction to help your team thrive and excel.
- Work closely with our agencies to ensure a partnership feel that creates an environment that feels like a partnership and drives our strategic approach.
- Ensure process, ways of working and structure enable the team are agile, responsive to change, able to pivot resource an approach to drive best returns and respond to the external environment.
- Have significant knowledge of digital and technological advancements and approached that ensure the team is able really drive our digital performance but also to take on board future opportunities and development that can improve supporter experience, net contribution or wider organisational benefits.

General

In addition to the specific duties and responsibilities outlined in this job description, all Marie Curie employees should be aware of their specific responsibilities towards the following:

- Marie Curie is committed to encouraging volunteering throughout the organisation and as such the post holder will be expected to support and respect volunteers, and may be asked to work alongside or supervise a volunteer as part of their role whilst working at Marie Curie.
- Marie Curie operates a no-smoking policy. The post holder should either be a non-smoker or be prepared not to smoke in any Charity premises, grounds or vehicles or when on Marie Curie business outside the office.
- Adhere to all health and safety and fire regulations and to co-operate with the Charity in maintaining good standards of health and safety.
- Adhere to all information governance, privacy and security policies, standards, guidelines and procedures; practise and promote secure behaviours.
- Adhere to all Marie Curie policies and procedures at all times.
- Actively promote and support the safeguarding of vulnerable adults, young people and children, observing and adhering to Marie Curie policies on safeguarding.
- Uphold ethical and professional standards and not behave in a manner that is likely to bring the charity into disrepute.
- Promote and sustain a responsible attitude towards equal opportunities and diversity within the charity.
- Demonstrate a commitment to ongoing registration requirements or any national professional or occupational standards associated with the role.

- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.
- For designated roles, the post holder will be responsible for health & safety, information governance, business continuity planning and/or risk management (these responsibilities will be notified on appointment).

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

Person Specification

Essential Criteria

Skills and abilities

- Strong marketing or fundraising experience.
- Strong large budget experience.
- Experience managing a large team.
- Experience managing multiple omni channel campaigns.
- Strong experience of driving direct marketing or direct fundraising campaigns.
- Strong project management.
- Significant experience and knowledge of using and interpreting data in driving performance and strategy.
- Experience managing significant innovations.

Knowledge

- Marketing.
- Digital marketing.
- Fundraising compliance and regulatory / legal expectations.
- Knowledge of legacy fundraising.

Experience

- Experience of developing both annual operational and three year strategic plans, balancing in year activity with sustainable long term pipe line development.
- Experience of budgeting, forecasting, KPI monitoring and analysis.
- Experience of developing creative and innovative solutions and digital marketing.
- Experience of working with volunteers and engaging local communities.
- Senior leadership experience in a fundraising or commercial environment to increase voluntary income or revenue.
- Significant team management experience.
- Experience of performing well under pressure across a broad range of activities.
- Co-ordinating multiple projects and delivering to tight deadlines.

Other requirements

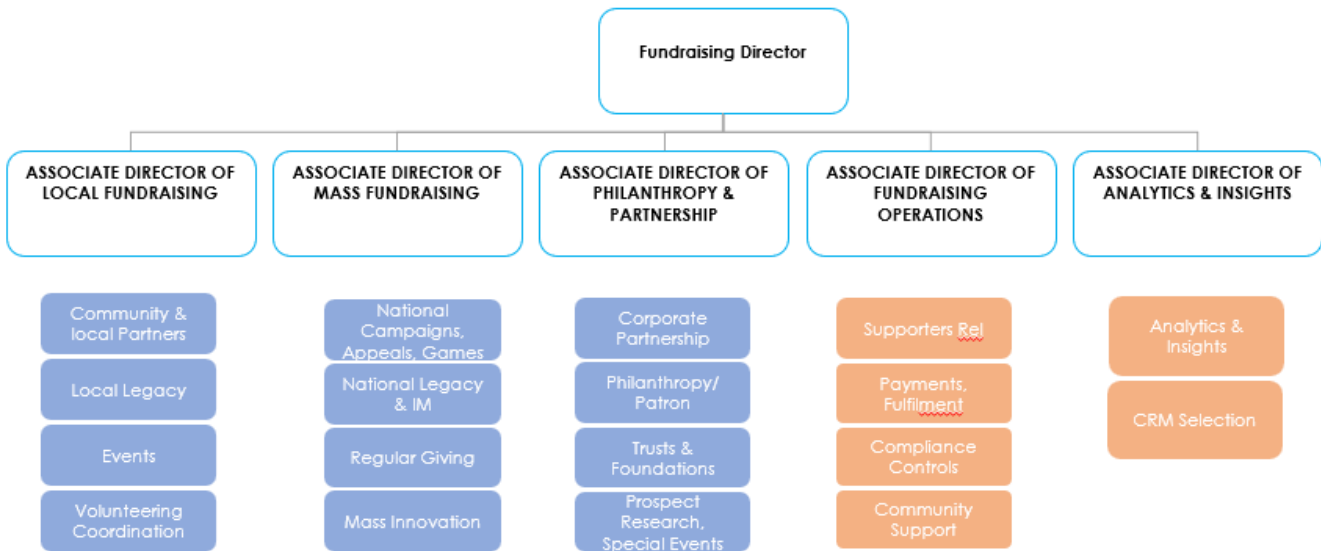
- Resilient, agile and able to work at pace and lead through ambiguity. Flexible, collaborative and willing to cover for other team members as required.
- Passion and conviction for the cause to inspire others and foster commitment.

Desirable criteria

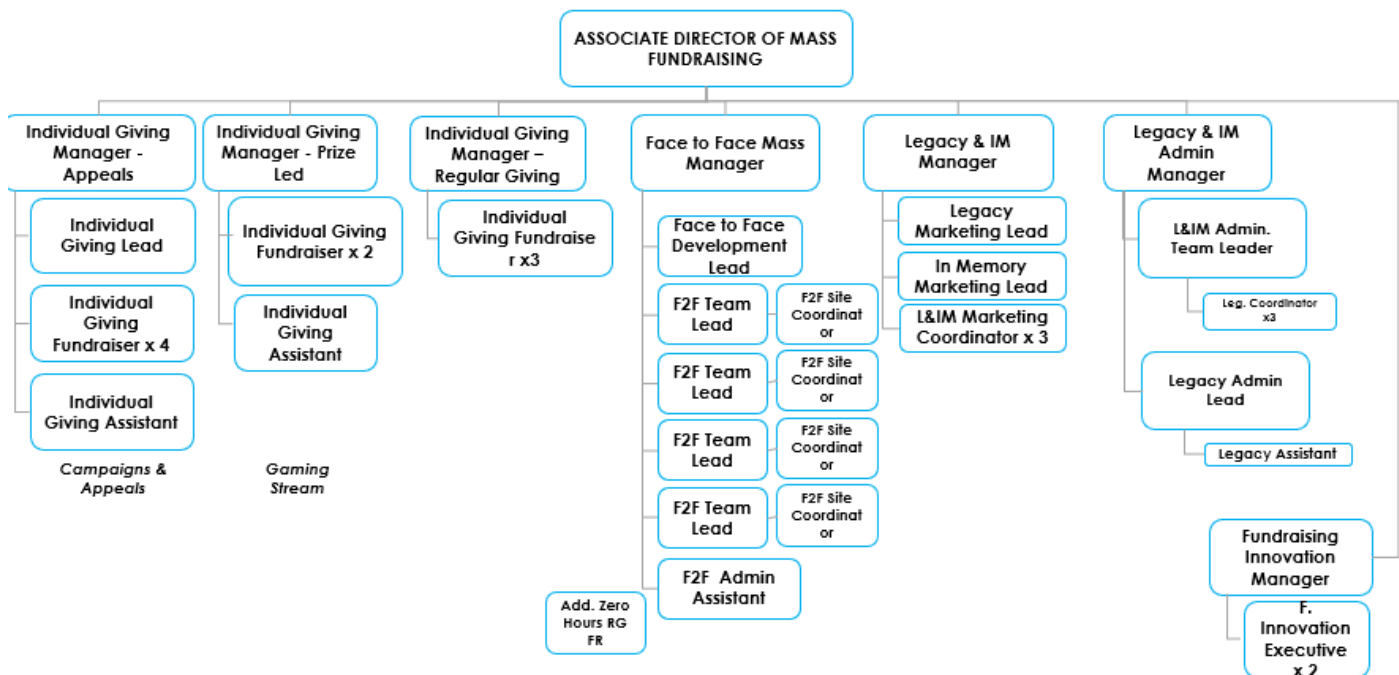
- Charity and commercial experience.
- Knowledge and understanding of fundraising and the end of life care sector.

Organisation Charts

Fundraising



MASS FUNDRAISING



Benefits

- Flexible working. We're happy to discuss flexible working at the interview stage.
- 25 days annual leave (exclusive of Bank Holidays)
- Marie Curie Group Personal Pension Scheme (we will match your contribution up to 7.5%)
- Loan schemes for bikes; computers and season tickets
- Continuous professional development opportunities.
- Industry-leading training programmes
- Wellbeing and Employee Assistance Programmes
- Enhanced bereavement, family friendly and sickness benefits

- Access to Blue Light Card membership
- Subsidised Eye Care

How to Apply

Marie Curie is committed to its values, which underpin our work. We take stringent steps to ensure that the people who join our organisation through employment or volunteering, are suitable for their roles and are committed to safeguarding all our people from harm. This includes our staff, volunteers and all those who use or come into contact with our services. We are dedicated to creating not just a safe place to work but also a supportive and rewarding one.

We are committed to a world where everyone can thrive and fulfil their potential. We are devoted to the social justice imperatives and organisational benefits of full diversity, inclusion and equity in the workplace, and are a Stonewall champion. We actively encourage and welcome applications from candidates of diverse cultures, perspectives and lived experiences.

We're happy to accommodate any requests for reasonable adjustments – please let Suzie know below.

Please apply by submitting a copy of your Curriculum Vitae (CV), by clicking on this [link](#).

For any queries please contact Suzie Groves at suzie@aawpartnership.com.

Closing date: Monday 12th August, 9.00am

First round interviews will take place on 21st and 22 August. For those progressing further, a second will take place on 29th August.

Please note we will be assessing applications as soon as they come in, so please apply early.