



**BATTERSEA**

HERE FOR EVERY DOG AND CAT

# RECRUITMENT PACK



# Direct Marketing Officer (BDCH6176) - Battersea London

Battersea is here for every dog and cat and has been since 1860. We are a leading animal welfare charity and over the last 160 years we've grown from one home in London to three rescuing and rehoming centres across the South East. With c600 employees and 1000 volunteers, we have cared for over three million vulnerable animals. We also campaign tirelessly to make things better for dogs and cats, sharing our expertise and educating the public and policymakers about responsible pet ownership. Join us and make a difference for every dog and cat.

Please read the information below thoroughly before starting your application.

## Your Application

Your supporting statement is a very important part of your application. We cannot make any assumptions about your knowledge, skills and experience so the information that you provide in your supporting statement is vital for us to decide whether to shortlist you for an interview.

Please demonstrate how you meet the criteria and our values listed in the person specification, detailing your experience, skills, achievements and/or abilities that are relevant for the role that you are applying for. You should use specific examples. Please do not generalise e.g. "I usually...", or waste your word limit by telling us that you love dogs and cats. We are looking for evidence that you can thrive in the role advertised.

Your statement should not exceed 1,000 words. We recommend you draft and save your supporting statement outside of the application portal as your connection may time out and it is not possible to save this document online for future use.

**Closing date:** 23<sup>rd</sup> October 2024

**Interview date:** w/c 28<sup>th</sup> October 2024 (1<sup>st</sup> round); w/c 4<sup>th</sup> November 2024 (2<sup>nd</sup> round)

If you do not hear from us within 2 weeks of the closing date, please assume you were unsuccessful on this occasion. Please note that we reserve the right to close this post early, should we receive a high volume of applications.

We are committed to providing equality of opportunity and valuing diversity for all current and prospective employees, volunteers and Trustees. We aim to ensure that this commitment, reinforced by our values, is embedded in our day-to-day working practices and our work together. We would particularly welcome applications from black and minority ethnic and disabled candidates, who are currently under-represented at Battersea.

## Working at Battersea

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK

## Data Protection

The information you provide in your application will be used by Battersea Dogs and Cats Home (Battersea) to assess your suitability for the role you have applied for. We will not use your personal data for marketing or fundraising purposes (unless you have previously supported Battersea) and will not share your data with any third parties for their marketing purposes. We will also ask you for sensitive information (such as information relating to ethnicity or sexual orientation), but only to allow Battersea to monitor and report on diversity and equality of opportunities. The provision of this information is entirely voluntary and will not be used in determining whether you are shortlisted for the role you have applied for.

Further information about how we protect and use your personal data is set out in our Job Applicant Privacy Notice or contact our Data Protection office at [DataProtection@battersea.org.uk](mailto:DataProtection@battersea.org.uk)

## Contact

If you have any questions, please contact us at [jobs@battersea.org.uk](mailto:jobs@battersea.org.uk) or 0800 001 4444.

## Job Description: Direct Marketing Officer

<b>Department:</b> Fundraising	<b>Location:</b> London
<b>Hours:</b> 35 per week, but we're always happy to discuss flexible working, part time hours and job share arrangements	<b>Duration:</b> 9 month fixed term contract
<b>Responsible To:</b> Senior Direct Marketing Officer	<b>Responsible For:</b> N/A
<b>Works With/Key Contacts:</b> Public Fundraising team, wider Fundraising Team, Marketing & Communications Team, external agencies	<b>Salary &amp; Grade:</b> £31,350 per annum Grade D

### Battersea's approach to diversity

Battersea is here for every dog and cat and has been since 1860. We care for animals unconditionally, and we do not judge the owners of pets that need our help. It is this commitment which brings us together as an organisation, and we take great joy and pride in that.

We were founded by a female pioneer, Mary Tealby, who was unafraid to confront convention at a time when women leaders were rare, and animals were not universally loved. Her willingness to challenge the status quo is part of the legacy she leaves with us today, and we celebrate the impact we have made so far because of her vision.

We are ambitious to do more, including helping new populations of animals in new places beyond our centres; and we know we must adapt to the evolving world around us, harnessing the skills, experience, and creative thinking of a diverse workforce to help greater numbers of animals and deliver the impact we all aspire to. And we know that an inclusive environment, where we welcome different perspectives and where employees and volunteers are empowered to be themselves, will ensure we continue to thrive.

We strive to create lasting change for animals and the people that care for them and believe that creating a truly diverse and inclusive Battersea, which is proudly open to all, will be essential in our mission to deliver greater impact for dogs and cats everywhere.

### Main Purpose of the Role

To independently manage and deliver a series of high standard direct marketing campaigns to recruit new donors, communicate with existing donors, and generate agreed income for Battersea through a variety of warm and cold marketing channels such as direct mail, print media, and digital promotion. This role will manage Battersea's raffle product and campaigns associated with it.

**Responsibilities/Objectives****Approx % of time**

<p>Campaign management and planning:</p> <ul style="list-style-type: none"> <li>• To project manage schedules, briefs, suppliers, and costs to deliver direct marketing campaigns on time and on budget.</li> <li>• Provide an efficient joined up service to our supporters/prospects by ensuring that relevant internal and external individuals and teams are aware and up to speed with our direct marketing activity.</li> </ul>	35%
<p>Analysis:</p> <ul style="list-style-type: none"> <li>• Implementing tests with clear segmentation and testing matrices to ensure maximum learning and income from each campaign.</li> <li>• Analysing and interpreting direct marketing campaign results, producing regular reports, drawing conclusions, and making recommendations to improve future activity and feed into longer term strategic plans.</li> <li>• Completing end of campaign reports to highlight learnings and communicating recommendations to the team.</li> <li>• For new activity, researching and presenting clear projections for spend and income.</li> </ul>	15%
<p>Creative development:</p> <ul style="list-style-type: none"> <li>• Accurately briefing, critiquing, managing, and evaluating work by external or internal agencies for creative, print and production to a high standard and high level of accuracy.</li> <li>• Write or amend copy and proof-read accurately.</li> <li>• Working with a range of internal teams or external agencies to research, develop and deliver new campaigns, messages, or products.</li> <li>• Ensuring all materials produced are accurate and compliant with relevant data protection and gift aid legislation. Undertaking all activities in line with best practice standards and processes as set out by the ClO, Fundraising Regulator, PFRA and any other bodies.</li> </ul>	15%
<p>Work with the database team to ensure that all campaign data is utilised and captured efficiently, effectively, and accurately.</p>	5%
<p>Present accurate written and verbal fulfilment briefs and matrices and working with the supporter services manager (or external fulfilment houses) ensure all campaigns are captured and fulfilled in a timely manner.</p>	5%
<p>Developing and Managing Relationships:</p> <ul style="list-style-type: none"> <li>• Establish and maintain close day to day working relationships with both external agencies and internal departments to ensure the effective delivery of marketing projects.</li> <li>• Be a day-to-day contact with external agencies and internal departments ensuring high quality, accurate delivery of campaigns on time and on budget.</li> <li>• Ensuring internal and external feedback is included in all campaign reviews and that regular updates on campaign performance are circulated to all relevant parties, pro-actively addressing enquiries regarding DM activity.</li> </ul>	10%
<p>Monitoring, managing, and reporting on campaign income, spend and KPIs, reporting to the Senior Direct Marketing Officer and Direct Marketing Manager, highlighting variances and updating direct marketing team reports in a timely manner.</p>	10%
<p>Take responsibility for continued personal learning about competitor activity, sector trends and best practice, ensuring familiarity with relevant legislation, direct marketing codes of practice and sector guidance as set by Direct Marketing Manager.</p>	5%

The above job description is intended to be an outline of the duties and responsibilities for this role. This is not an exhaustive list, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role and grade.

## Person Specification

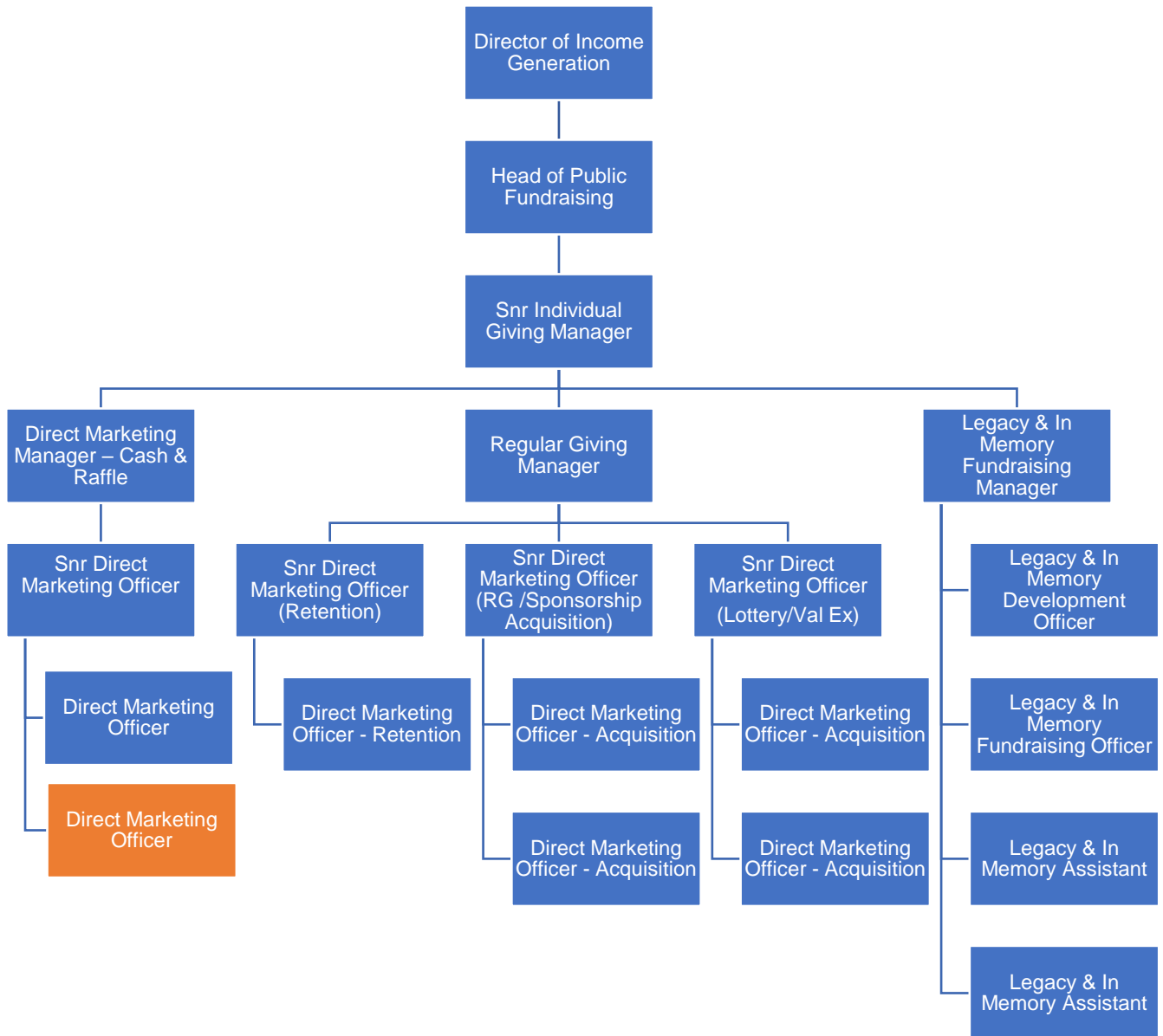
### Essential

Job Specific	Proven experience of planning, implementing, and evaluating direct marketing campaigns, with demonstrable knowledge of DM acquisition and development across a range of media channels including at least two of warm direct mail, cold mail, PAM, inserts, and digital.
	Proven ability to brief and evaluate direct marketing campaigns and to analyse results of campaigns and use learning to recommend future activity.
	Proven ability to pay close attention to detail and to deliver high quality work with minimum supervision.
	Proven problem solving and proactive decision-making skills. This should include experience of suggesting and taking the initiative about new ways of working that have been successfully implemented.
Core Skills	<b>Literacy, Numeracy, and IT skills</b> Excellent written English, highly numerate and competent user of MS Office and other IT Systems.
	<b>Communication skills</b> Significant interpersonal skills, including the ability to communicate, present, negotiate, influence, and build credibility with colleagues and external parties.
	<b>Empathy &amp; Resilience</b> Experience of dealing with issues with empathy and resilience.
	<b>Time management</b> Significant experience of managing and prioritising a high workload and multiple complex issues and tasks in a changing environment with tight deadlines.
Values	<b>CARE</b> – We care wholeheartedly about our mission to be here for every dog and cat, and the work each do to achieve this.
	<b>EXPERTISE</b> – We are experts at what we do, focusing on continual improvement, learning, and growing our expertise, so we can all be the best we can be.
	<b>DETERMINATION</b> – We stay focused and solve problems to achieve our goals and our mission to be here for every dog and cat.
	<b>RESPECT</b> – We treat one another with respect, just as we treat every dog and cat with respect.
	<b>INCLUSION</b> – We champion diversity in all its forms, so that everyone can be themselves and feel valued and included.
	<b>COLLABORATION</b> – We understand that by working together across teams and with our partners, we achieve more for dogs and cats.

### Desirable

- Experience of working on a fundraising gambling product and therefore the associated regulatory experience
- The ability to apply Direct Marketing principles in a fundraising environment.
- Knowledge or experience of Raisers Edge database.
- Experience of writing fundraising copy.
- Experience of keeping up to date with and applying good practice in your role, particularly the standards and processes set out by the Institute of Fundraising, Fundraising Regulator, and any other bodies.

## Position in the team



# Employee Benefits

We offer our employees a wide range of benefits to reward them for the value that they bring to Battersea, to support them in their work, to help improve their health and wellbeing, and maintain a healthy work-life balance.

We intend to offer these benefits on an ongoing basis but may amend or withdraw them at any time.

Battersea has been verified as a truly flexible workplace by Flexa for 2024-2025. You can find out more about our flexible working benefits via our [Flexa Page](#).

## Pension Scheme

Our group personal pension scheme is available to all employees. New employees will be auto enrolled into our pension scheme in their second month of employment, if they meet the eligibility criteria, at our standard rate of 2.67% employee contribution, 5.33% employer contribution. The following month, new starters can choose to increase their contribution rates and so benefit from a higher employer contribution of up to 10%. Because the GPP pension scheme is a salary sacrifice scheme, Battersea will also invest approximately 50% of the savings it makes on Employer National Insurance Contributions into your pension plan.

The contribution levels are as follows:

Employee contribution	Battersea contribution
2.67%	5.33%
3%	6.2%
5%	10.3%

Example of monthly pension contributions for salary of £20,000:

Employee contribution	Battersea contribution	pension
2.67% = £44.50	5.33% = £88.83	
3% = £50.00	6.2% = 103.33	
5% = £83.33	10.3% = £171.66	

## Annual Leave

Employees are entitled to 28 days annual leave (pro-rata for part time employees and in the first year of employment), rising to 29 days after 5 years and 30 days after 10 years employment. This is in addition to eight days paid public holidays every year.

## Health Cash Plan

Battersea offers a healthcare cash plan free of charge to all employees, using a provider called Simply Health. This cash plan enables employees to claim 100% of the costs of everyday healthcare, such as dental treatment, eye tests, glasses, contact lenses, physiotherapy, chiropody, osteopath, chiropractor, health screening and much more, up to annual limits.

## Gym Membership

Employees who choose to join the Cash Health Plan can get discounts of up to 20% off a range of independent and chain gyms, including Fitness First, LA Fitness, Virgin Active and David Lloyd.

## Season Ticket Loan

Interest free season ticket loans are available to all employees after two months of employment with Battersea.

## Cycle to Work Scheme

We offer a Cycle to Work Scheme to encourage health and fitness. This enables you to save up to 40% of the cost of the purchase of a bike and safety equipment, up to a maximum value of £2,500 including VAT, by

having this cost recovered from salary over a 12-month period and so saving tax and National Insurance on this cost.

### **Paid Maternity Leave**

All pregnant employees are entitled to up to 52 weeks' maternity leave regardless of length of service. Employees who have worked with Battersea for more than 12 months by the time their baby is born receive enhanced maternity pay of 12 weeks full pay, with the remainder of their maternity leave being paid under Statutory Maternity Pay arrangements.

### **Paid Paternity Leave**

Fathers to be or employees who will share the responsibility with a partner for bringing up a child, may have the right to Statutory Paternity Leave and Pay.

Employees who have worked for Battersea for more than 12 months by the time their baby is born receive enhanced paternity pay of two weeks full pay.

### **Employee Assistance Programme**

We offer an Employee Assistance Programme to all employees free of charge. It offers completely confidential and impartial support, information, and counselling service to employees on legal, financial, debt management and emotional issues.

### **Life Insurance**

All employees are covered by our life insurance scheme, which provides a nominated beneficiary/ies with a lump sum equivalent to four times the employee's salary in cases of death whilst in employment at Battersea.

### **Uniforms for all Operational Employees**

Free uniform is provided for all operational and clinic employees.

### **Veterinary Treatment of Employees' Ex-Battersea Animals**

We provide cost price veterinary treatment for employees with ex-Battersea dogs and cats.

### **Discounted Pet Insurance**

We offer employees a 20% discount off the cost of Petplan insurance.

### **Discounts in our Shops**

We offer our employees a 25% discount in our shops.

### **Professional Membership Fees**

After two months service, employees in roles where ongoing membership of a recognised professional body, (where this membership is gained through a qualification), is an essential requirement in the person specification for their job can claim the cost of one membership fee per year up to a maximum of £400.

### **Sabbatical Leave**

Employees who have worked with us for five years or more can request six months unpaid sabbatical leave for personal or professional development, such as learning new skills or travel.





Battersea Dogs & Cats Home is a charity registered in England and Wales (206394)  
Registered Office: Battersea Dogs & Cats Home, 4 Battersea Park Road, London, SW8 4AA.