



BATTERSEA

HERE FOR EVERY DOG AND CAT

RECRUITMENT PACK



Direct Marketing Officer – Regular Giving (BDCH6016) 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 staff 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: 13th May 2024
Interview date: w/c 20th May 2024

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 staff, 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

Job Description: Direct Marketing Officer – Regular Giving

Dept/Team: Fundraising/Individual Giving	Location: London
Hours: 35 hours per week We're always happy to discuss flexible working, part time hours and job share arrangements	Duration: Permanent
Responsible To: Senior Direct Marketing Officer – Regular Giving	Responsible For: N/A
Works With/Key Contacts: Regular Giving Team, Individual Giving Team, wider Public Fundraising Team and Income Generation Department, Marketing, Brand and Communications Teams, external agencies	Salary & Grade: £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 staff 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 manage and deliver a series of high standard direct marketing campaigns across our Regular Giving programme. Recruiting, retaining and upgrading regular donors to generate agreed income through a variety of direct marketing methods such as direct dialogue, DRTV, digital, and direct mail. Encouraging regular monthly gifts or support via one of our main products such as general Regular Giving and Sponsorship, our Lottery, Value Exchange programme and other methods of committed giving as they arise.

Responsibilities/Objectives

% Time Allocated

<p>Campaign management and planning across a variety of channels – direct dialogue, DRTV, digital and direct mail. This will include but is not limited to:</p> <ul style="list-style-type: none"> • Project manage multiple direct marketing campaigns delivering accurate campaigns on time, on budget and to a high standard • Deliver campaigns designed to acquire new supporters, reactivate and upgrade previous and existing supporters, ensuring the best possible introduction to • Undertaking all activities in line with best practice standards and processes as set out by the IoF, Gambling Commission and any other bodies as prompted by the Senior Direct Marketing Officer and the Regular Giving Manager • Work with the database team to ensure that all campaign data is utilised and captured efficiently, effectively and accurately. • 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. • Implementing tests with clear segmentation and testing matrices to ensure maximum learning and income from each campaign. • Analyse and interpret direct marketing campaign results, and producing regular reports, drawing conclusions, conducting campaign reviews, completing end of campaign reports and making recommendations to improve future activity and feed into longer term strategic plans. 	<p>30%</p>
<p>Supplier management - establish and maintain close day to day working relationships with external agencies and internal departments to ensure the effective delivery of direct marketing campaigns and projects. This includes:</p> <ul style="list-style-type: none"> • Acting as a day-to-day contact with external agencies ensuring high quality, accurate delivery of campaigns on time and on budget • Training fundraisers, through briefing documents, online and in person, ensuring relevant information is relayed to them in a constructive and engaging manner to ensure understanding of Battersea and our core messages. • Monitoring and shadowing fundraisers in the field to ensure campaigns are conducted to the best possible standards. • 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. 	<p>25%</p>
<p>Creative development</p> <ul style="list-style-type: none"> • Ensure all materials produced are accurate and compliant with relevant data protection and gift aid legislation where relevant. • 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. • Write or amend existing copy and proof-read accurately. • Working with a range of internal teams or external agencies to research, develop and deliver new campaigns, messages or products. 	<p>15%</p>
<p>Internal relationship management</p> <ul style="list-style-type: none"> • Maintain a close working relationship with the Supporter Services Team so that they are aware of all activity and able to respond to enquires and complaints. • Working with the Supporter Experience team to ensure a supporter centric approach to activities, ensuring retention of supporters is always considered. • Working with the digital teams to maintain a digital first approach and integrated campaigns. 	<p>10%</p>
<p>Administration and reporting</p> <ul style="list-style-type: none"> • Invoice processing and logging to ensure accurate tracking of expenditure. 	<p>10%</p>

<ul style="list-style-type: none"> Weekly and monthly reporting to feed into overall regular giving and individual giving reporting. 	
Learning and development - take responsibility for continued personal learning and development, covering competitor activity, sector trends and best practice, ensuring familiarity with relevant legislation, direct marketing codes of practice and guidance as set by the Directorate.	10%

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

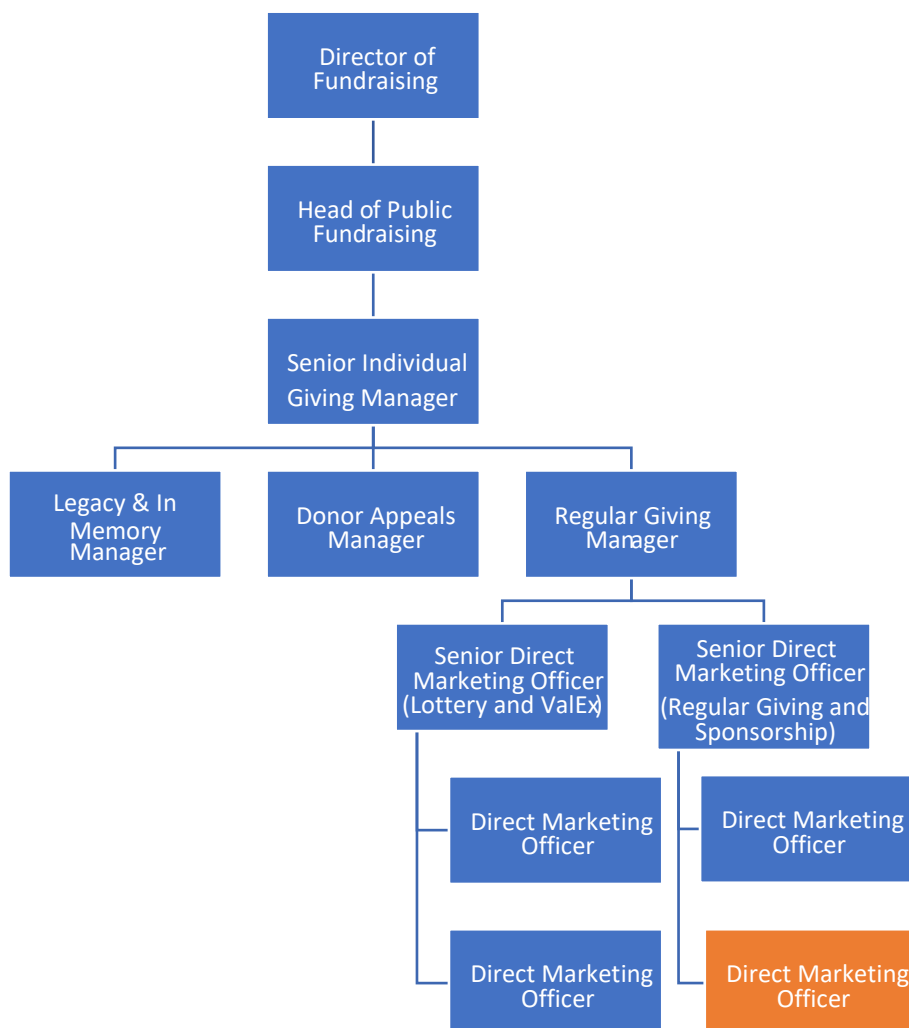
Essential

Job Specific	Proven ability to plan, implement and evaluate direct marketing campaigns with an understanding of Direct Marketing acquisition and retention across a range of media channels, including at least one of Direct Dialogue, DRTV, Digital and/or Direct Mail.
	Excellent written and oral communication skills with the ability to build rapport and present to a range of audiences and work with both internal teams and external suppliers, negotiate costs, managing relationships and ensuring positive outcomes.
	Proven ability to analyse results of campaigns, understand the key performance indicators affecting outcomes and use learning to recommend future activity.
	Able to demonstrate excellent time management skills, coping well under pressure and managing multiple projects at any one time, and prioritising competing deadlines.
	Proven problem solving and proactive decision making, with a track record of taking responsibility for your own work and the decisions you have made.
	Highly developed excel and numeracy skills with an excellent standard of computer literacy, with particular reference to MS Office, especially Excel, Word and Outlook.
	Experience of positively embracing and adapting to change.
	Values
	EXCELLENCE – Achieves results through continuous learning and applying good practice.
	DETERMINATION – Pro-active in suggesting new ways of working and embraces change.
	RESPECT – Works constructively and collaboratively with colleagues from different teams.
	INCLUSION – Champions diversity in all its forms, so that everyone can be themselves and feel valued and included.
	COLLABORATION – Works as a team, recognising, trusting, and valuing everyone’s role and contribution in delivering our aims.

Desirable

- Demonstrable understanding of the application of Direct Marketing principles in a fundraising environment.
- Knowledge or experience of Raisers Edge and/or Sales Force databases
- Ability to write 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, the Gambling Commission and any other bodies.
- Experience with briefing, analysing, and reporting on fundraising campaigns on digital platforms such as Facebook, Instagram and Google Ads.

Position within the team



Staff Benefits

We offer our staff 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.

Pension Scheme

Our group personal pension scheme is available to all members of staff. New staff 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% staff 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:

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

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

Staff 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

Staff are entitled to 28 days annual leave (pro-rata for part time staff 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 staff, using a provider called Simply Health. This cash plan enables staff 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

Staff 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 staff 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 staff are entitled to up to 52 weeks' maternity leave regardless of length of service. Staff 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 staff who will share the responsibility with a partner for bringing up a child, may have the right to Statutory Paternity Leave and Pay.

Staff 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 a Staff Assistance Programme to all staff free of charge. It offers completely confidential and impartial support, information, and counselling service to staff on legal, financial, debt management and emotional issues.

Life Insurance

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

Uniforms for all Operational Staff

Free uniform is provided for all operational and clinic staff.

Veterinary Treatment of Staff Animals

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

Discounted Pet Insurance

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

Discounts in our Shops

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

Professional Membership Fees

After two months service, staff 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 £450.

Sabbatical Leave

Staff 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.