

RECRUITMENT PACK

LEGACY & IN MEMORY DIRECT MARKETING OFFICER

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JOB DESCRIPTION



KEY INFORMATION



Job Title and Code

Legacy & In Memory Direct
Marketing Officer (BDCH6203)



Department/Team

Income Generation/Individual
Giving



Location

Battersea, London



Salary & Grade

£31,750 per annum
Grade D



Hours

35 hours per week, but we're
always happy to discuss flexible
working, part time hours and job
share arrangements



Duration

Permanent

ABOUT THE ROLE

To manage and deliver a series of high standard direct marketing campaigns across our Legacy & In Memory Fundraising acquisition programme.

RESPONSIBILITIES

	Estimated % time
<p>Campaign management and planning across a variety of channels – press, inserts, DRTV, digital and direct mail.</p> <p>This will include but is not limited to:</p> <ul style="list-style-type: none">• Plan, implement and evaluate a series of direct marketing campaigns to promote legacy and in memory giving to cold audiences, growing the Legacy prospect pool and generating In Memory income, using a variety of channels and media.• Undertaking all activities in line with best practice standards and processes as set out by the IoF, Fundraising Regulator and any other bodies as prompted by the Senior Officer and 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.• Develop and implement tests with clear segmentation and testing matrices to ensure maximum learning and income from each campaign.• Analyse and interpret direct marketing campaign results, drawing conclusions, conducting campaign reviews, completing end of campaign reports and making recommendations for future activity.• Support the Senior Legacy & In Memory Direct Marketing Officer in the delivery of more complex campaigns.	35%
<p>Supplier and internal relationship management</p> <p>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.</p> <p>This includes:</p> <ul style="list-style-type: none">• Being the main day-to-day contact with external agencies, ensuring high quality, accurate delivery of campaigns on time and on budget• 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.• 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.• Maintain a close working relationship with the Supporter Services Team so that they are aware of all activity and able to respond to enquiries 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.	25%

<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 help deliver new campaigns, messages or products. 	20%
<p>Administration and reporting</p> <ul style="list-style-type: none"> • Invoice processing, raising PO's and logging to ensure accurate tracking of expenditure. • Weekly and monthly reporting to feed into overall Legacy & In Memory and Individual Giving reporting. 	10%
<p>Learning and development</p> <p>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.</p>	10%

PERSON SPECIFICATION

ESSENTIAL

- 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 press, inserts, DRTV, Digital and/or Direct Mail.
- Proven ability to analyse results of campaigns, understand the key performance indicators affecting outcomes and use learning to recommend future activity.
- Demonstrable experience of working with internal teams and external suppliers, negotiating costs, managing relationships and ensuring positive outcomes.
- Proven problem solving and proactive decision-making skill, with a track record of taking responsibility for your own work and the decisions you have made.
- Experience of positively embracing and adapting to change.
- Good standard of written English and numeracy and competent user of MS Office and IT systems.

DESIRABLE

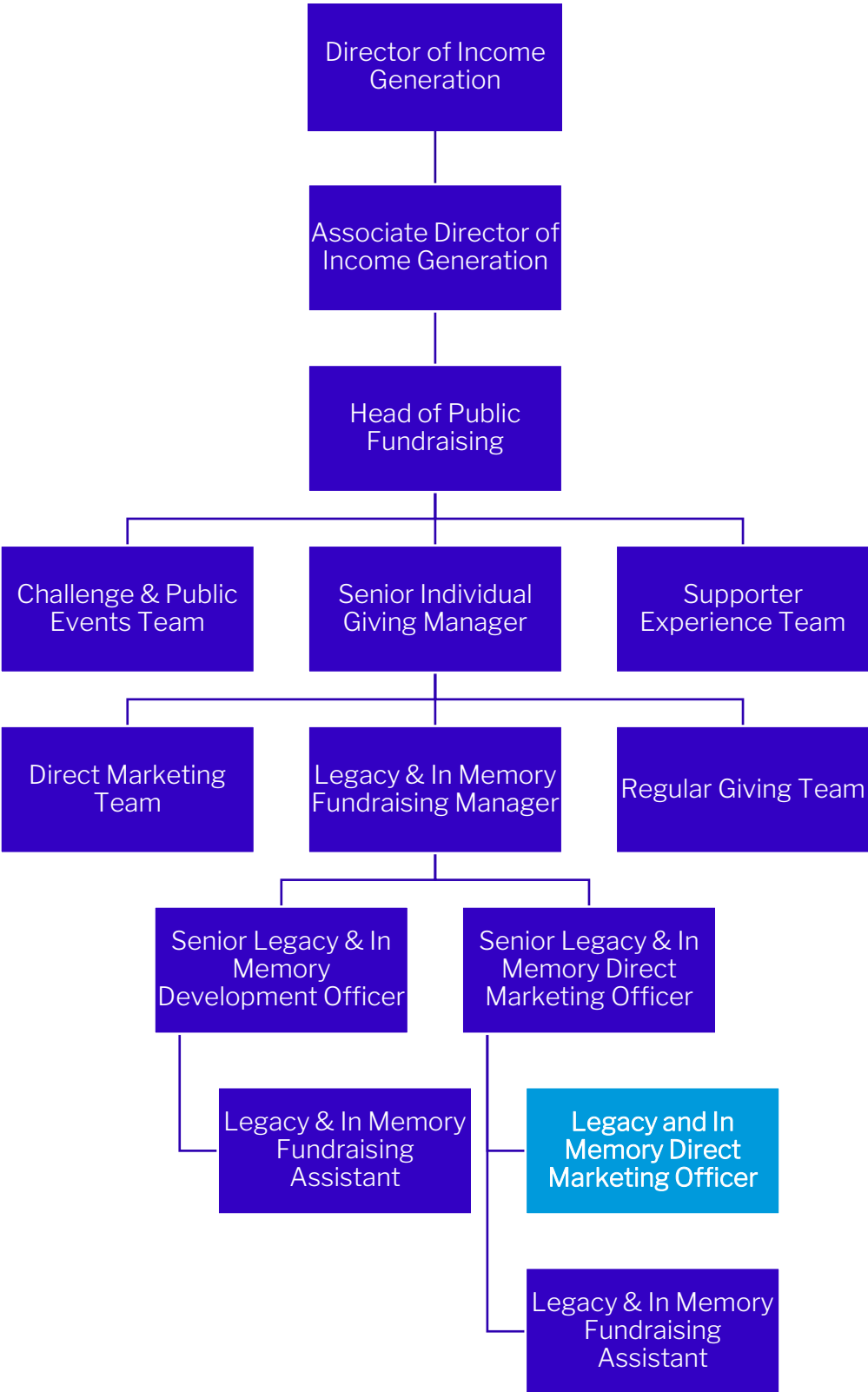
- The ability to apply Direct Marketing principles in a fundraising environment.
- Knowledge of Legacy and/or In Memory Fundraising.
- Experience of writing fundraising copy.
- Experience of keeping up to date with and applying good practice in your role, particularly the standards and processes set out by the Chartered Institute of Fundraising and any other relevant bodies.



HYBRID WORKING POLICY

We operate a hybrid working policy, with our office-based staff splitting their time between site based and home working. We believe this enables our office-based staff to maintain the benefits of home working, while allowing for collaboration and interaction with our animal-facing staff and maintaining a connection to our cause. As such, you'll be expected to work in our Battersea office for at least 50% of your working week.

POSITION IN THE TEAM



YOUR APPLICATION



KEY DATES



Closing Date

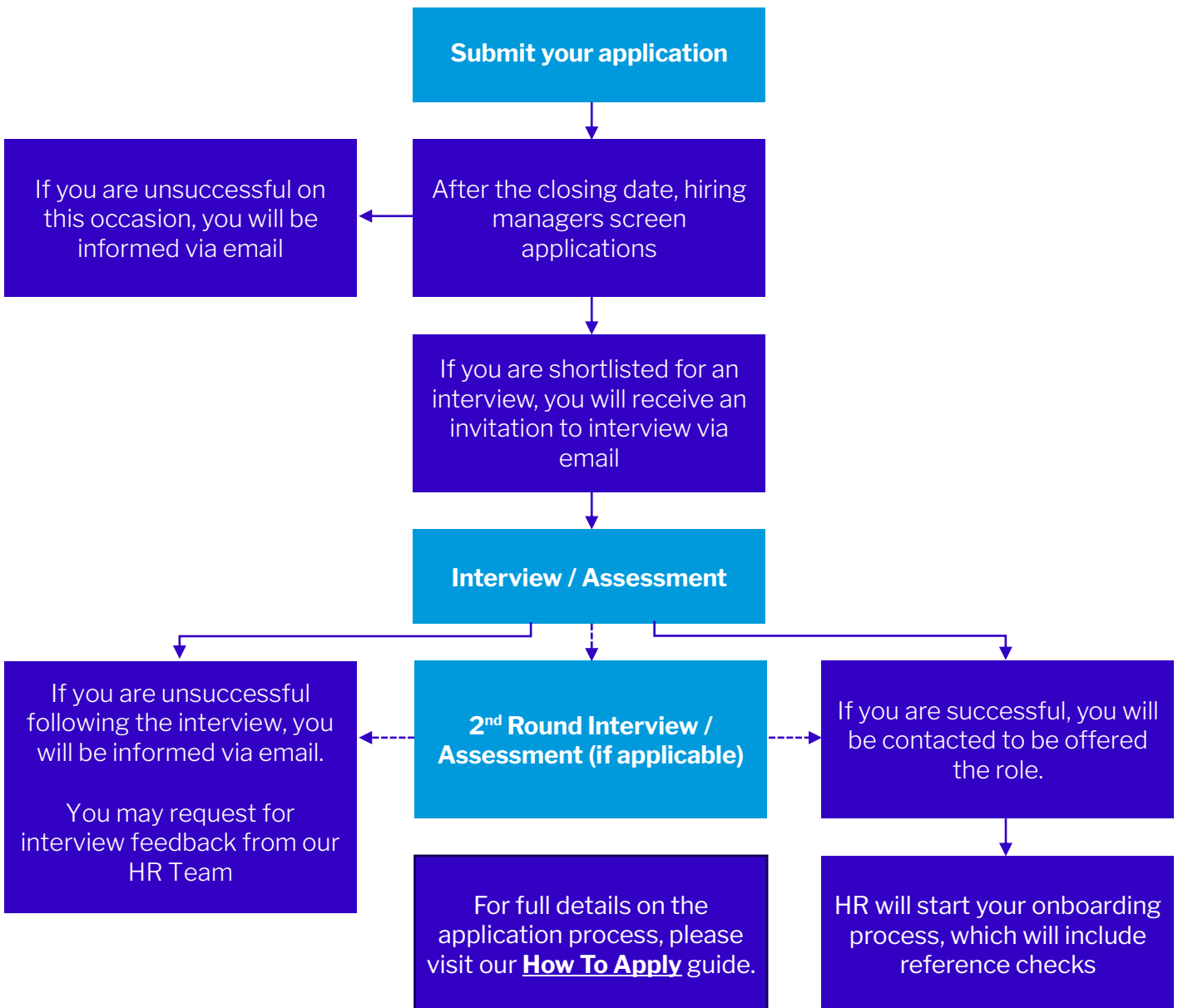
22nd December 2024



Interview Date

w/c 6th January 2025 (1st round);
w/c 13th January 2025 (2nd round)

APPLICATION PROCESS





COMPLETING YOUR APPLICATION

The information below is provided to support you with completing your application.

- Our application forms will ask you for:
- Employment History
- Educational History (which is non-mandatory)
- Either a supporting statement of no more than 1000 words; or
- Responses to short-answer questions.

The statement and short-answer responses are a very important part of your application. This is your opportunity to showcase your knowledge, skills and experience, and how this relates directly to the person specification for the role.

Please provide specific examples where possible and demonstrate your key achievements. You might also consider referencing Battersea's key values in your application (for more on these values, please see the Life at Battersea document).

Once your application is complete, we encourage you to provide your diversity monitoring information. Whilst this is entirely voluntary, completing this information will form part of an anonymised data set to help us understand, measure and take action to ensure our processes are inclusive. Your information will remain confidential, be held in line with GDPR requirements and will not be used to determine whether you are shortlisted for any role (s) you apply for.



DIVERSITY AND INCLUSION

OUR COMMITMENT

We are committed to providing a welcoming and inclusive experience for all staff, volunteers and trustees and those hoping to join us. We operate an anonymised shortlisting process and actively seek to ensure our process is fair and equitable for all.

We understand the value of diverse voices, perspectives, and experiences to help us deliver even more for our dogs and cats, and we welcome applicants from all sections of the community.

WORKPLACE ADJUSTMENTS

As a Disability Confident Committed Employer, we will also ask about any adjustments you may need at the application and/or interview stage. And, if you are offered a role with us, we'll talk to you about any workplace adjustments you may need to help you perform at your best. If you would like to talk more about this, please contact 020 3887 8341 or email jobs@battersea.org.uk

REQUIREMENTS FOR WORKING AT BATTERSEA

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK. For details on which documents can be used to certify your right to work, please refer to [Prove Your Right to Work](#)

DATA PROTECTION

The information you provide in your application will be used by Battersea Dogs and Cats Home to assess your suitability for the role you have applied for.

Any special category information (such as information relating to ethnicity or sexual orientation) you choose to provide will only be used by 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



BATTERSEA

HERE FOR EVERY DOG AND CAT

BATTERSEA DOGS & CATS HOME

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Battersea is a charity registered in England and
Wales (206394)

Patron HRH The Duchess of Cornwall GCV
President HRH Prince Michael of Kent GCV

