



BATTERSEA

HERE FOR EVERY DOG AND CAT

RECRUITMENT PACK



Senior Direct Marketing Officer (BDCH6156) - 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: 3rd September 2024

Interview date: First Round Virtual Interviews: w/c 9th September 2024

Second Round On-site Interview: w/c 16th September 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 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

Contact

If you have any questions, please contact us at jobs@battersea.org.uk or 0800 001 4444.

Job Description: Senior Direct Marketing Officer

Dept/Team: Marketing & Communications	Location: London
Hours: 35 hours per week but we're always happy to discuss flexible working, part time hours and job share arrangements	Duration: Permanent
Responsible To: Direct Marketing Manager	Responsible For: X2 Direct Marketing Officers
Works With/Key Contacts: Individual Giving Team, wider Income Generation Team, Marketing and Communications Team, external agencies	Salary & Grade: £37,650 per annum Grade C2: Managers and Specialists

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 manage and deliver our Cash and Raffle programme, with responsibility for the recruitment and retention of cash and raffle donors and for managing the two Direct Marketing Officers on the projects to deliver this area of our programme.

Overall Objectives

- Maximise income in line with set targets and within the context of the overall Cash and Raffle programme through reviewing and testing to optimise results
- Undertake wider projects to optimise the cash and raffle programme in line with overall strategy and plans
- Recruit good quality donors to ensure the future income of the programme and provide a pipeline of regular givers and Legacies, identifying new recruitment channels and testing opportunities
- Develop, implement and manage accurate budgets and operational plans for the direct marketing programme in time with planning schedules. Ensure variances are reported and provide proactive suggestions to compensate for changes to expected income/spend

Decision Making and Accountabilities

Decision Making

- How the team undertake the tasks in order to ensure targets are delivered.
- How best to use agencies in campaigns and maximise the relationships with agencies and internal teams.
- Decide how best to use previous results to drive future campaigns to maximise efficiency.
- Authorisation of expenditure within allocated budget.

Accountabilities

- Accountable for the delivery of donor appeals on schedule and on budget ensuring targets are delivered.
- Accountable for managing income and expenditure budgets
- Compliance with relevant legislation, direct marketing codes of practice and sector guidance.
- Accountable for developing briefs in line with brand guidelines.

Responsibilities

Approx % of time

<p>Manage accurate budgets and plans for the Cash and Raffle programme:</p> <ul style="list-style-type: none"> • Monitor the Cash and Raffle budgets, reporting to the Direct Marketing Manager on income and expenditure throughout the month and at key reforecasting periods. • Monitor key KPIs and lifetime value to ensure decisions are insight-led and evidence-based. • Monitoring expenditure and all KPIs and reporting for Cash and Raffle programme, making sure information is accurate and fed to relevant stakeholders. • Updating Management information and reports with income, spend and KPIs as requested by the Direct Marketing Manager. 	30%
<p>Operational management and implementation of the Cash and Raffle programme:</p> <ul style="list-style-type: none"> • Oversee multiple direct marketing projects, ensuring the delivery of accurate campaigns on time, on budget and to a high standard, ensuring deadlines and targets are met • Identify new opportunities, research and produce proposals for testing • Monitoring and evaluating campaigns against budgeted targets and KPIs and regularly interrogate progress • Analysing and interpreting results, drawing conclusions, and making recommendations to improve future activity and feed into longer term strategic plans to maximise lifetime value • Ensure all materials produced are to a high standard, 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 IoF, Fundraising Regulator and any other bodies as prompted by the Direct Marketing Team Manager • Keep up to date with sector trends and best practice. • Lead on wider projects that improve both the cash and raffle programme 	35%
<p>Establish and maintain close day to day working relationships with both external agencies and internal departments to ensure the effective delivery of direct marketing projects and feedback by:</p> <ul style="list-style-type: none"> • Acting as a key 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 • Monitor and reconcile incoming and outgoing data from campaign reports against the Raisers Edge database • Work with the campaign officers to set up reports and information management systems as required. <p>Ensuring all possible points of public contact around the charity are aware of direct marketing campaigns in case of queries</p>	15%

<p>Manage 2 x DM Officers, undertaking regular one to ones, performance reviews and identifying training requirements to ensure they are able to fulfil the requirements of their role.</p> <ul style="list-style-type: none"> • recruit, motivate and line manage staff • develop the team members using a range of coaching and training methods • promote DM best practice • promote team working, open and clear communications, co-operation and appropriate networks of support for staff 	20%
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----

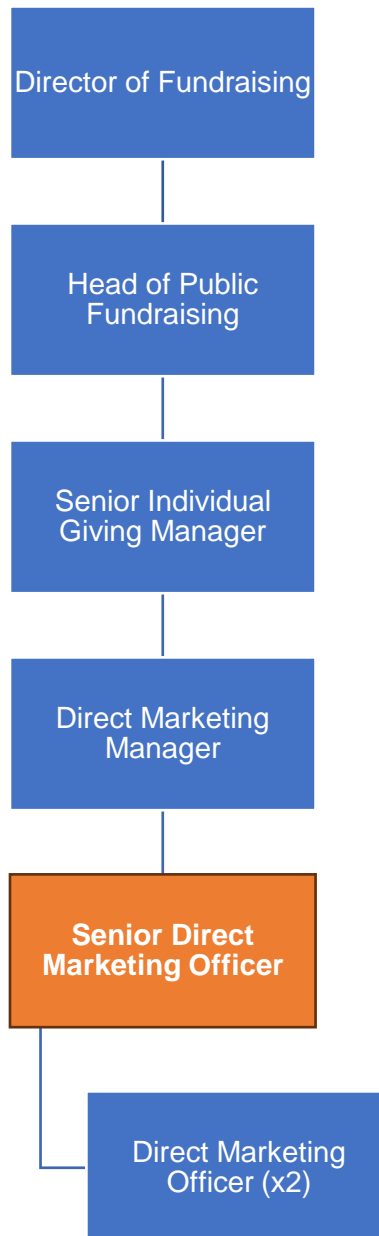
The above job description is intended to be an outline of the duties and responsibilities for this role. This is not an exhaustive list, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role and grade.

Person Specification

Essential

Job Specific	Proven ability to plan, implement and evaluate direct marketing campaigns with substantial understanding of DM acquisition and retention across a range of media channels.
	Demonstrable experience of working with internal teams and external suppliers, negotiating 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.
	Experience of coaching and developing team members to improve performance.
	Excellent written English, highly numerate and advanced user of MS Office and other IT Systems
	Experience of communicating clearly with the ability to adapt your communication style for different people as appropriate
	Ability to show empathy and be resilient when dealing with people and animals in distress
	Proven ability to manage a high workload and multiple priorities whilst meeting deadlines
Values	CARE - Delivers high quality work to the best of their ability and achieves high standards even while under pressure.
	EXPERTISE – 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.

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 pension contribution
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.