

Job Description – Blind Veterans UK

Job title: Legacy Marketing Executive
Reports to: Senior Manager Legacies
Department: Engagement
Location: London
Last updated: September 2017

Job purpose

The role of the Legacy Marketing Executive is to deliver the legacy marketing strategy and operational plans to maximise the recruitment and retention of legacy supporters to Blind Veterans UK. This includes managing and developing a range of legacy marketing campaigns, including UK wide events, direct mail appeals, awareness campaigns, digital marketing and providing a high standard of customer service to all staff, supporters and members of the public.

The role will also support the Senior Manager Legacies and Head of Individual Giving in championing legacy marketing across the organisation, ensuring all areas are aware of their importance and are able to promote this way of giving.

Main accountabilities of the post

1. To manage the implementation of key marketing campaigns for legacies – producing effective marketing initiatives that deliver targets against budgeted expenditure.
Project manage all aspects of the marketing programmes from start to finish including producing detailed plans, data selection, creative, print production, response handling and data analysis where appropriate for:
 - regional legacy prospect and pledger events management
 - volunteer conference events
 - direct marketing appeal
 - stewardship mailings
 - Free Wills Months
 - Remember a Charity
 - Digital marketing
 - Email marketing
2. To provide a high standard of customer service to supporters, staff and members of the public who contact Blind Veterans UK about legacy fundraising.
 - To provide exceptional care to those including the fulfilment of any requested materials.
3. To provide excellent stewardship of new and current supporters within legacy fundraising.
 - To be an integral part of developing and implementing new activities, events and supporter journeys.
 - Manage supporter relations with new legacy supporters to a high standard of operational excellence
4. Work closely with and develop key relationships with teams and internal staff across the organisation to ensure the legacy agreed activity is completed and the legacy message is promoted to all relevant supporters on the database.
 - Ensure that the need to promote legacies is widely communicated across the charity, including the nations and regions.
 - Work with team colleagues and other teams to ease the integration of activity and provide a seamless, efficient service to supporters.

- To actively promote legacies in an enthusiastic manner to increase legacy conversations particularly in central and regional offices. To regularly meet with teams, complete innovation reviews and researching to introduce new ideas on promoting legacies.
5. To work with the Analysis and Insight Manager to provide regular reporting on all activity for legacy fundraising. Ensure learning, risk management and informed investment by conducting thorough initiative and trend analysis and evaluation
 6. Providing briefing documents to the Insight & Supporter Services teams as well as the external rota of fulfilment agencies.
 7. Monitor campaign budgets and facilitate supplier invoice checking and payment.
 8. Be compliant with regulatory changes and adhere to the internal compliance sign-off framework.

Additional responsibilities

- Attend in-house and relevant external training courses, as agreed with line manager.
- Ensure GDPR & Fundraising Regulator compliance across all direct marketing activity.
- Ensure that all activity helps to build the brand and is at all times brand compliant.
- Undertake any reasonable tasks from time to time at the line manager's request, as may be deemed appropriate within the scope of the post.

Autonomy and decision making

The post requires ability to work unsupervised and take initiative where necessary.

The post holder is expected to make professional decisions on a daily basis, including evaluating fundraising proposals and ensuring that the message conveyed in the direct marketing mailings is consistent with the broader charity mission.

The post holder is expected to make some operational judgements relating to direct marketing campaigns and/or legacy events without reference to others. These will include briefing agencies, suppliers and team members about the forthcoming campaigns, producing campaign results. In addition, the post holder will occasionally be in a position to make judgements on expenditure in accordance with the budgetary figures.

Communications

Regular communication with Insights Team, Brand, Events and Relationships teams regarding fundraising campaigns. Frequent communication with Community and Rehabilitation staff, and Archives service regarding case studies for campaigns.

The post communicates on a regular basis with creative agencies, print and data suppliers, a response handling agency and consultants regarding direct marketing campaign requirements and with Supporters and the general public through the campaigns.

Frequent communication with members and with other relevant organisations regarding case studies to be used in campaigns.

Work context

1. The post operates within a busy Engagement Department.

2. Primarily office based, there are occasional requirements to visit other Charity and third party sites, sometimes requiring national travel and overnight stays.
3. There are high levels of integration between fundraising teams and the post has to liaise with other teams on a daily basis to deliver strong fundraising propositions.

Person Specification

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • Supporter retention and development • Direct marketing theory and practice • Fundraising practice • Working knowledge and understanding of GDPR regulations • Knowledge of how to analyse results to assess campaign performance 	<ul style="list-style-type: none"> • Direct marketing theory and practice. • Development of supporter journeys
Skills	<ul style="list-style-type: none"> • Excellent level of IT literacy – competent working knowledge of MS Office • Excellent interpersonal and communication skills. • Excellent time management, multi-tasking and ability to cope with tight schedules • Problem solving ability – identify and resolve • Ability to manage relationships with external agencies and suppliers. • Multi-tasking • Excellent proof reading skills with an attention to detail • Proven ability to engage colleagues on a day to day basis, contributing to a culture of ‘one organisation, one team’ to become a Blind Veterans UK brand ambassador. 	
Qualifications	<ul style="list-style-type: none"> • Degree in relevant discipline or equivalent relevant vocational experience. 	<ul style="list-style-type: none"> • A direct marketing qualification • Member of the Institute of Fundraising
Experience	<ul style="list-style-type: none"> • Relevant experience in a customer facing or administrative role, ideally within the voluntary sector working in a fundraising or Individual Giving function • Experience of managing logistics for events • Experience of project managing direct mail campaign • Experience of working with relational databases • Experience of working in a customer focused environment and a commitment to high standards of service delivery and customer care. • Experience of working in a team and delivering successful results. • Proven experience of campaign management including sourcing, managing, negotiating and liaising with suppliers. 	<ul style="list-style-type: none"> • Experience of working on charity direct marketing • Experience of working in legacy marketing • Understanding of Fundraising Code of Conduct • Experience of developing a direct marketing strategy or operational plans including setting and controlling income and expenditure budgets.
Personal qualities	<ul style="list-style-type: none"> • Well-developed level of emotional intelligence • Excellent attention to detail • Hard working, tenacious, determined • Drive, motivation, flexibility & enthusiasm • Champion of supporter centricity 	

	<ul style="list-style-type: none">• Tact and diplomacy• Resilience• Resourcefulness and creativity• Proactive and uses own initiative• and common sense• Good team player• Dynamic and open to change• Commitment to best practice in Direct Marketing	
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