



Live On – *To the memory of the fallen and the future of the living*

THE ROYAL BRITISH LEGION

JOB DESCRIPTION

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| Job Title: | Campaign Co-ordinator: Acquisition |
| Reporting To: | Campaign Manager: Acquisition |
| Team: | Supporter Acquisition |
| Role Purpose: | The day-to-day implementation and management of marketing campaigns to attract new supporters to the Legion. |

Key Responsibilities:

- To work with the Campaign Manager Acquisition to implement supporter acquisition campaigns for the charity's Individual Giving fundraising, which may include cause-led (regular and single gifts), Poppy Lottery, raffle, prize-draw, payroll giving and legacy programmes.
- Manage a variety of marketing channels which may include door-drops, inserts, press advertising, direct mail, outdoor advertising, radio, face-to-face fundraising (private sites), direct response television, payroll giving, SMS, digital marketing, prospect events and Free Wills Network as required.
- Produce campaign plans and briefs (could include creative, media, print, data), for input from managers and internal stakeholders, set up response facilities and liaise with suppliers throughout the process to ensure their delivery is to agreed standards.
- Coordinate campaign budgets, source quotes, raise purchase orders and ensure campaigns are delivered to meet targets within budgeted expenditure.
- Understand supporter segmentation and targeting, and work with the Campaign Manager Acquisition to produce media briefs, and subsequent media plans for activity.
- Work with creative agencies to develop campaign creative and manage internal feedback and approval.
- Manage print specifications and proofing with the print management supplier and take responsibility for checking and approving these.
- Work with the Campaign Manager Acquisition to manage the response handling and fulfilment operation and campaign performance reporting.
- Develop a clear understanding of fundraising and gambling compliance requirements and work with the Compliance Manager during the creative approval process.
- Report on campaign performance and monitor against past performance and planned expectations. Undertaking data analysis with the Data and Insight team where appropriate.
- Work with the Campaign Manager for Digital Acquisition and the Digital

Marketing team to develop digital acquisition campaigns as required. Also support with landing page and microsite updates and development.

- Brief and liaise with internal stakeholders and teams, including Brand, PR, Finance and other Fundraising teams as appropriate to deliver campaigns on schedule and ensure involved parties are well informed. In particular to collaborate closely with the Supporter Development and Engagement team to co-ordinate planning and implementation of acquisition campaigns with those to existing supporters.
- Present results, updates or information about the charity to internal or external stakeholders as required.
- Work with the Supporter Care team to deal with supporter queries and database amendments as required.

This job description reflects the current scope of duties and responsibilities of the role. The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

General

- Liaise with senior staff and volunteers where appropriate, to ensure support for fundraising appeals, including occasional travel to locations around the country and abroad.
- Willingness to work beyond normal office hours when appropriate, such as Remembrance time.
- To work in accordance with The Royal British Legion's shared values of **Service; Collaboration; Passion; Excellence; Valuing our people** which underpins the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To work in accordance with the General Data Protection Regulations and Data Protection Act 2018.
- It is clear that due to the nature of the work of the Legion, the post holder may have access to material which is confidential. It is a condition of their contract of employment that they ensure that no confidential material is leaked from the department to unauthorised personnel.
- To implement the Equal Opportunities Policy into your daily activities. Royal British Legion is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. All employees are required to work in accordance with the Equality Act (2010).

PERSON SPECIFICATION

| CRITERIA | ESSENTIAL / DESIRABLE | HOW TO BE MEASURED |
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| QUALIFICATIONS | | |
| Good standard of education or equivalent experience | E | Application/Certificate |
| Marketing or Fundraising Qualification CIM, IDM or IoF. | D | Application/Certificate |
| KNOWLEDGE & EXPERIENCE | | |
| Experience of managing direct marketing campaigns, ideally including direct mail, inserts, doordrops, out of home and digital. | E | Application/Interview |
| Experience of managing a busy workload and multiple projects, delivering to meet deadlines. | E | Application/Interview |
| Experience of working with relevant suppliers ideally including creative agencies, print managers, and response handling agencies. | E | Application/Interview |
| Experience of producing creative and media briefs. | E | Application/Interview |
| Experience of implementing and monitoring of campaign budgets. | E | Application/Interview |
| Experience of compiling results and data analysis | E | Application/Interview |
| Knowledge of print production. | D | Application/Interview |
| SHARED VALUES AND BEHAVIOURS | | |
| Service We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity. | E | Interview |
| Collaboration We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty. | E | Interview |
| Passion We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work. | E | Interview |
| Excellence We strive to be the best we can. We are effective | E | Interview |

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| and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn. | | |
| SKILLS & ATTRIBUTES | | |
| Effective communication skills – written and verbal | E | Interview |
| Effective interpersonal skills – able to engage effectively with a range of audiences | E | Interview |
| Strong planning and organisational skills able to prioritise workload effectively with ability to consider future organisational requirements when planning | E | Interview |
| Ability to work effectively under pressure whilst retaining a strong eye for detail | E | Interview |
| Strong team player able to work effectively with diverse client groups | E | Interview |
| Flexible and adaptable style | E | Interview |
| Proactive self-starter, able to work unsupervised within agreed timeframes | E | Interview |
| Excellent IT skills, proficient in Word, Excel and Outlook | E | Interview/Test |
| Experience of working within charitable sector | D | Application/Interview |
| Empathy with mission, objectives and values of TRBL | D | Application/Interview |