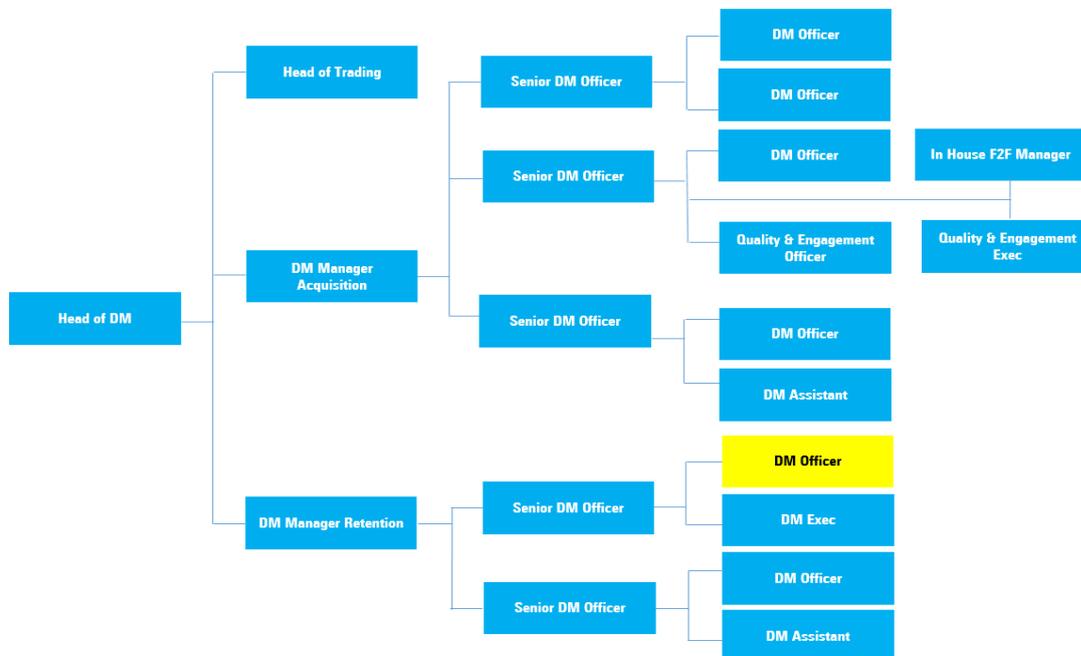


JOB DESCRIPTION

Job Title	Direct Marketing Officer (Retention)
Reporting to:	Senior Direct Marketing Officer (Retention)
Department/Team	Fundraising, Direct Marketing
Location	Unicef House, 30a Great Sutton Street, London, EC1V 0DU ¹
Hours	35 hours per week
Salary	circa £33,000 per annum
Duration	Fixed term - until 31 December 2018
Disclosure level	Basic

Position in the organisation



¹ This role is currently based in Farringdon. From summer 2018, Unicef UK will relocate to Stratford (zone 2). Our new offices will be close to the new Crossrail station and the Queen Elizabeth Olympic Park. Stratford is also served by the Jubilee and Central Lines, DLR, London Overground, TFL Rail and National Rail services.



Purpose of Post

The Direct Marketing Team (DM) is responsible for recruiting and developing support for Unicef's work from individual members of the public. We do this using a wide range of media including direct dialogue, print, DRTV, outdoor, digital, direct marketing, telemarketing, SMS and email.

The Fundraising Directorate, of which DM is a part, has an ambitious fundraising strategy to maximise the amount of money we raise for children. The post of Direct Marketing Officer – Retention, will play a key role in delivering the work of the Retention team and wider DM team to help us reach our ambitious targets.

The specific purpose of this post is:

- To plan and implement campaigns across a range of media in order to retain, engage and increase net income from existing supporters.
- To lead and develop specific areas of the retention budget and strategy, across direct mail, telemarketing, email and SMS.
- To manage direct marketing suppliers on a day-to-day basis to deliver campaigns.
- To manage direct marketing appeals in response to humanitarian emergencies.

Responsibilities

Activities

- Responsible for the management and delivery of direct marketing retention campaigns across a full range of media in line with planned budgets and targets, ensuring campaign deadlines are met and opportunities for learning are maximised.
- Briefing and day to day management of external agencies, including overseeing copy and artwork development through to final print, production/ broadcast, and developing telemarketing scripts.
- Briefing and liaising with Unicef's Marketing Data team to deliver complex and accurate data selections across a range of channels. Also coordinating with other internal teams to deliver impactful campaigns.
- Implementation of direct marketing campaigns in response to humanitarian emergencies. This requires the post holder to be on call over some bank holidays and weekends.

Planning

- Contribute to the planning and budgeting process for the Retention team, taking responsibility for parts of the programme and taking a lead in reviewing, reporting and re-forecasting plans as appropriate.
- Analyse direct marketing campaign performance, as well as overall media performance and use that analysis to inform campaign planning and decision making. Responsible for presenting results to internal and external stakeholders.
- Work with internal teams to brief and undertake analysis that contributes to the objectives of the Retention team and wider DM team.

Relationships

- Work closely with other members of the Direct Marketing team to ensure all activities are coordinated and supporter-focused.
- Build excellent relationships with internal teams at Unicef to deliver the objectives of the Direct Marketing team, including the Marketing Data and Supporter Care teams to brief on upcoming campaigns.
- Manage relationships with external agencies and suppliers to develop and deliver effective campaigns.
- Represent the DM team in meetings with agencies and other teams at Unicef UK.

Other

- This role requires the post holder to work beyond the standard working hours as and when required. This includes being on call over some bank holidays and weekends for emergency response.

PERSON SPECIFICATION

This section details the skills, behaviours and experience required for the role. All criteria in the Person Specification are essential.

Effective Behaviours	
Criterion 1: Efficiency and Effectiveness	<ul style="list-style-type: none">• Successfully project manages a number of live campaigns simultaneously• Manages conflicting priorities to ensure objectives are achieved and deadlines are met• Systematically plans projects to maximise performance and cost effectiveness• Responds flexibly to unforeseen events
Criterion 2: Communication	<ul style="list-style-type: none">• Anticipate and respond to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity
Criterion 3: Analytical	<ul style="list-style-type: none">• Analyse available information to make logical and sound judgments.• Questions assumptions and seeks further insight to inform decision making
Criterion 4: Creating and innovating	<ul style="list-style-type: none">• Contribute ideas, approaches and insights that enable innovation.• Demonstrates an appetite to continuously learn digital media and tools.• Scans the external environment for trends, insights, ideas and best practice that could benefit our work.
Criterion 5: Results focused	<ul style="list-style-type: none">• Prioritises and sustains focus on work that will have the greatest impact on agreed aims.• Reviews results and extracts learning to optimise future performance
Criterion 6: Supporter driven	<ul style="list-style-type: none">• Uses in-depth knowledge of supporters, the market and the charity sector to predict future trends that impact upon supporters and their support
Relevant Experience	
Criterion 7:	Confidently managing a number of direct marketing based fundraising campaigns across a range of channels including mail, telephone, email and SMS. This should include experience of managing income and expenditure budgets

Criterion 8:

Managing external agencies and direct marketing suppliers and developing strong relationships with internal teams to deliver objectives

Criterion 9:

Effectively managing and briefing complex data selections to deliver direct marketing campaigns across a range of channels

Specific Skills**Criterion 10:**

Confidence in direct marketing measurement and analysis