

ROLE DESCRIPTION

Job Title:	Senior Direct Marketing Executive
Organisation:	Age International
Division Name:	Age International
Department Name:	Individual Giving
Location:	Age UK Head Office Tavistock Square Bloomsbury WC1
Type of role	Individual Contributor
Contractual Status of Role:	Permanent
Job Title of Line Manager:	Senior Direct Marketing Manager/ Direct Marketing Manager
Job Titles and number of any direct reports e.g. Administrator (3)	N/A
Job Purpose:	To implement the Age International Individual Giving programme to acquire, develop and retain supporters with the aim of maximising the value of our relationships with individual supporters.
Main Responsibilities/Deliverables:	<ul style="list-style-type: none">• Responsible for the execution and management of approved Individual Giving direct marketing campaigns across on and offline channels including digital, print, face to face and telemarketing.• Ensuring deadlines are met and learning from test activity applied. This includes submitting data selection requests, copy-writing and supervising design, briefing fundraising agencies and on-going monitoring of live campaigns, results reporting, liaising with response handling teams preparing post campaign analysis.

	<ul style="list-style-type: none"> • Liaise with suppliers at all stages to deliver campaigns (including creative, media and fundraising agencies, design, print & production teams) by communicating and managing campaign requirements. • Liaise and brief, as appropriate, key internal stakeholders to ensure the effective implementation of campaigns at an operational level. • Work closely with the wider Individual Giving team in the development of future fundraising strategies. • Monitor and provide cost and income information on individual campaigns. • Compile income and expenditure budgets and re-forecasts according to guidelines. • Manage and control campaign related income and expenditure budgets for agreed campaigns identifying discrepancies and ensuring re-forecasts are completed to agreed timescales. • Assist the Senior Direct Marketing Manager/ Direct Marketing Manager in financial management; budgeting and monthly reforecasting. • Assist in the creation of business plan and resource plan for area of responsibility. • Make recommendations for improvements in campaign strategies and targeting where appropriate. • Research UK and Overseas information for campaigns and visit projects if deemed appropriate.
Quantitative Aspects of Role:	n/a
Experience.	<ul style="list-style-type: none"> • Proven successful experience in direct marketing in a not-for-profit or for-profit organisation. • Proven successful experience of managing direct marketing campaigns. • Experience working across multiple direct marketing channels including digital • Experience working on face to face or

	<p>telemarketing campaigns is desirable.</p> <ul style="list-style-type: none"> • Proven successful experience of preparing, re-forecasting and meeting budget targets. • Proven successful experience of writing, editing and proofing copy. • Proven successful experience of managing internal and external stakeholders through various processes including sign off.
Knowledge & Skills	<ul style="list-style-type: none"> • Proficient in the use of MS Office applications, particularly Excel and Word • Strong written communication skills, able to write compelling direct marketing copy • Numerical and analytical skills • Ability to work on own initiative and be a self-starter • Communication and interpersonal skills with the ability to work with people at all levels • Project management skills • Digital analytic skills are desirable
Qualifications	<ul style="list-style-type: none"> • The IDM diploma or an alternative marketing qualification is desirable.
Additional Circumstances:	The role may involve occasional travel, including some overnight stays.
<p>Notes:</p> <ul style="list-style-type: none"> • <i>This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role. Therefore, this role description does not describe any individual role holder.</i> • <i>In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.</i> 	

Role Description Agreement		
Signature of Job Holders (Leave blank if role is vacant. Please indicate if the role is being covered by	Print Name	Date

a secondment or acting-up arrangement and if so by whom)		
Signature of Manager	Print Name	Date
Received by HR	Print Name	Date
Please Note: One Role Description should be completed per role e.g. if a team of administrators carry out the same role then only one Role Description should be submitted, however this should carry the signature of all role holders		