



## Join our team

**Direct Marketing Manager -  
Acquisition – Fixed Term  
Contract**

Mary, 76, who lives in a  
refugee camp in South  
Sudan after fleeing conflict.  
© Peter Caton/  
Age International



# About Age International

Age International is a charity which responds to the needs and promotes the rights of older people, focused on those facing challenging situations around the world. We are a part of the Age UK Group and are the UK member of the HelpAge global network, which supports older people across the world. We are also the only member of the Disasters Emergency Committee (DEC) which specifically delivers age-focused humanitarian response in emergencies.

Age International recognises that around the world, there are increasing numbers of older people whose basic needs are not being met, and whose human rights are being overlooked, leading to increasing inequality and injustice.

We strive for a world where older people are respected and valued, their voices are heard, their contributions are recognised, their basic needs are met, and their human rights are realised.

## We focus on

**Healthy ageing** – in collaboration with local and global partners, we work to safeguard the health, wellbeing, and dignity of older people. We advocate to ensure older people have access to health services and are included in Universal Health Coverage.

**Tackling ageism** – we support older people to know their rights and hold governments accountable. We are calling for a new United Nations Convention on the rights of older people.

**Delivering inclusive humanitarian aid** – we support older people through emergencies and help them rebuild after crises. We advocate for age-friendly humanitarian response.

**Ageing work and income** – older people in low and middle-income countries often must continue working through later life just to afford the basics. We campaign for older people to receive pensions, or support to generate a secure income.

**Working with our partner HelpAge International to deliver our work** – we raise funds from the UK public and other donors, which support the HelpAge global network to implement programmes directly, and through local partner organisations.

“I’m proud to work for Age International. We have a great team and a unique mission. I’ve visited older people supported by emergency response and longer-term development work: we really make a difference!”

**Alison Marshall**

CHIEF EXECUTIVE  
OFFICER



## Our Values

We are  
**AMBITIOUS**

We are  
**PURPOSEFUL**

We aim to be  
**BRILLIANT  
PARTNERS**

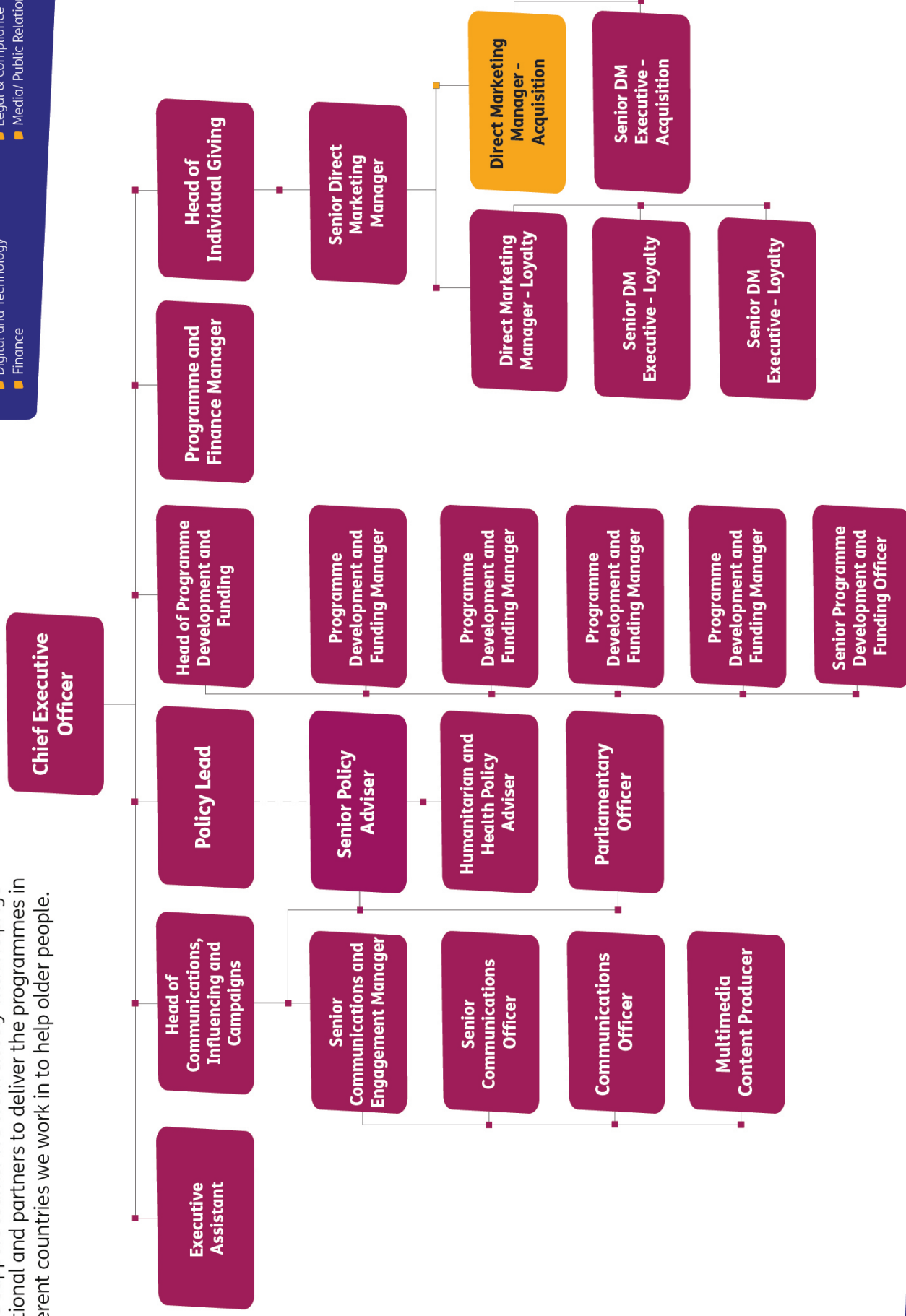
We **BUILD**  
EACH OTHER  
**UP**

## Who we are

Age International is a small organisation in headcount, however, we are lucky to be part of Age UK, which means we share support teams. We work closely with HelpAge International and partners to deliver the programmes in the different countries we work in to help older people.

### Age UK Shared Services

- Brand Services
- CRM and Supporter Engagement
- Digital and Technology
- Finance
- Governance
- Internal Comms
- Legal & Compliance
- Media/ Public Relations
- People
- Policy
- Public Affairs
- Research







We're an  
**Age-friendly  
Employer**

Meseret, 80, is the sole carer for her great-granddaughters in Ethiopia.  
© Katie Barraclough/Age International

# Direct Marketing Manager – Acquisition – Fixed Term Contract

## The job, in a nutshell

In this role, you will lead our donor acquisition programme, inspiring the UK public to support Age International for the first time. Supporter acquisition is a key pillar of our Individual Giving strategy, and your work will play a vital role in building valuable, sustainable relationships with individual supporters as well as growing income in the longer term.

The Supporter Acquisition team is responsible for recruiting new donors to the organisation, raising income to support older people living in poverty around the world. On a day-to-day level, you'll have the opportunity to grow existing campaigns, as well as manage the delivery of emergency appeals when a Disasters Emergency Committee (DEC) appeal is launched. You'll work across a diverse mix of channels, both online and offline, including face-to-face (private sites), telemarketing and social media marketing.

This is a varied and hands-on role. Working within a small dedicated team, you'll have the chance to influence the entire donor programme – from regular giving and cash appeals to legacy marketing and new product development. There is plenty of scope to optimise and innovate, so you'll need to be proactive in spotting opportunities and turning them into success. Above all, you'll be a team player who's ready to roll up your sleeves and help deliver our shared objectives.

## What you'll do for us

- Work with the Senior Direct Marketing Manager and Head of Individual Giving to develop and implement the donor acquisition strategy.
- Develop and implement existing and new acquisition channels and campaigns, ensuring KPIs are met.
- Monitor and report on results for all activity that you're responsible for, building on success and taking action where needed to address issues with performance.
- Line management of one Senior Direct Marketing Executive.
- Overall responsibility for the fundraising content and donation content management system (CMS) on the Age International website.
- Manage relationships with new and existing external agencies and suppliers to ensure they are delivering quality services and achieving KPIs.
- Project manage Disasters Emergency Committee Fundraising Appeals – responsible for the coordination of all external fundraising teams, delivering against agreed strategy and agreed KPIs.
- Help shape the long-term vision and strategy for the supporter acquisition programme, taking an innovative approach.
- Apply a test and learn approach to grow donor acquisition and overall Life Time Value, ensuring that insight and learning informs all activity.

### Location

Hybrid home/  
office (London EC3)

### Hours

35 per week  
Fixed-term contract to  
March 2027

### People management

Yes, one Senior Direct  
Marketing Executive

### Division

Age International

### Department

Individual Giving

### Line Manager

Senior Direct Marketing  
Manager



## What we need from you

The below competencies will be assessed at the indicated stage of the recruitment process:

Application = A, Interview = I, Test = T, Presentation = P

### Must Have's:

#### Experience

- Proven successful experience in a direct marketing role. (A, I)
- Delivered and managed effective direct marketing campaigns. (A, I)
- Worked across a variety of offline and online direct marketing channels. (A, I)
- Experience working with a supporter or customer database, for example MS Dynamics or Salesforce. (A, I)
- Experience of managing internal and external stakeholders to deliver campaigns including copy and artwork sign off. (A, I)
- Experience of following internal processes, recognising potential improvements and implementing them. (I)
- Experience of line management and performance management. (A, I)

### **Skills and Knowledge**

- Confident in using databases and digital reporting tools such as Google Analytics. (A, I)
- Strong numerical and analytical skills. (A, I)
- Creative process management, from creative briefing through to production. (I, T)
- Excellent project management and prioritisation skills; able to work to tight deadlines and under pressure. (I)
- Excellent written English skills with good attention to detail, including ability to review copy for accuracy and compliance. (A, I, P, T)

### **Personal attributes**

- Excellent communication and interpersonal skills with the ability to work with people at all levels. (I)
- Share the charity's values. (I)
- Flexible team player, willing to get stuck in. (I)
- Willingness to learn new skills and implement them within your role. (I)

## **Great to Have's:**

### **Experience**

- Experience of working in a direct marketing role within a charity. (A, I)
- Experience of working through an innovation process. (A, I)

### **Skills and Knowledge**

- Working knowledge of email and CMS platforms (DotDigital, Episerver). (A, I)
- Used collaborative digital platforms such as MS Teams, Trello. (I)

### **Personal attributes**

- An interest in international development and humanitarian work. (I)

## **Other requirements:**

- We offer hybrid working, with a minimum of one day a week in our London office (including one Thursday of the month for our Age International 'all-staff' days).
- Please note that our core working days are Tuesdays, Wednesdays and Thursdays.

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.




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.

Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.



## Contact information

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HelpAge International UK, trading as Age International, is a registered charity (no. 1128267-8) and a subsidiary of Age UK (charity no. 1128267 and registered company no. 6825798); both registered in England and Wales. The registered address is 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB

Bheru is helping his community  
fight the climate crisis in India.  
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