



Join our team

Senior Direct Marketing Executive – Loyalty

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 HelpAge, a 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**

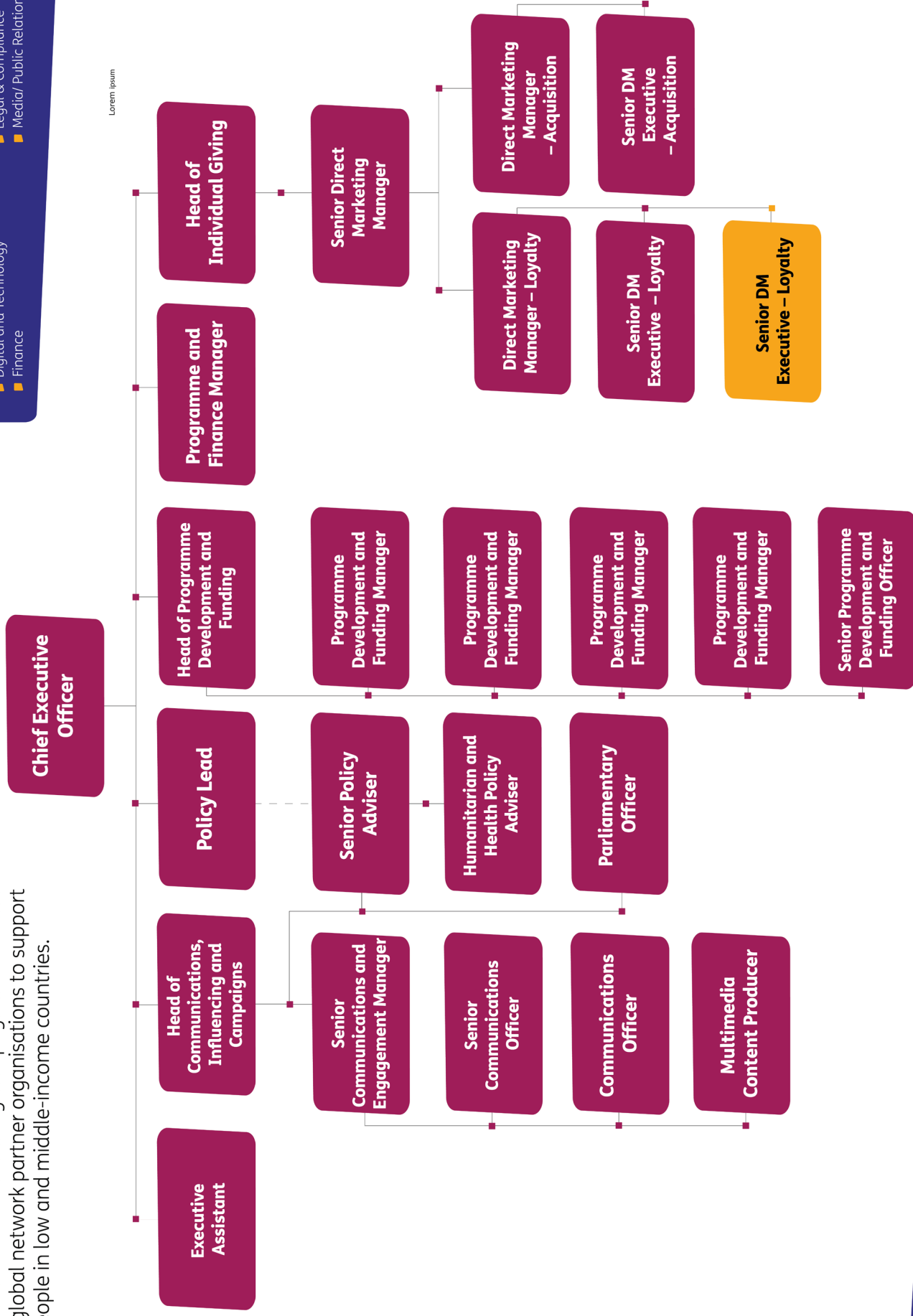
We **BUILD**
EACH OTHER
UP

Who we are

Age International is a small organisation in headcount however we are lucky to be part of Age UK and can share support teams. We work through HelpAge International and its global network partner organisations to support older people in low and middle-income countries.

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

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The job, in a nutshell

With an ambitious plan to grow our income from Individual Giving, it's an exciting time to be joining the charity. In this role, you will support the Direct Marketing Manager – Loyalty to manage the donor loyalty programme. You will develop and manage existing and new supporter communication programmes growing loyalty in our supporter base. The aim is to maximise the value of our long-term relationships with individual supporters.

This role is a varied one, with superb development opportunities. As part of a small team, you will be responsible for the print-based communications we send to our supporters but also email production with the view of developing the loyalty digital journey. Furthermore, you'll contribute to the development of our legacy and in memory activities, and high value offer. You'll also have the

opportunity to support the supporter acquisition team on projects to gain new donors. Consequently, the role gives you the opportunity to grow your experience in supporter acquisition, as well as loyalty. And you will play a key part in delivering emergency appeals – when the work that you do will have a direct impact in saving older people's lives during a crisis.

As we continue to develop our Individual Giving strategy, you will have the chance to be involved in new initiatives and communications, across a range of supporter groups, from our longstanding 'Sponsor a Grandparent' supporters, through to our emergency appeal supporters and those who have just started to donate regularly to the organisation via channels such as telemarketing, digital and private sites.

What you'll do for us

Plan and deliver direct marketing campaigns

- Work with the Direct Marketing Manager - Loyalty to deliver individual giving retention activity across a range of channels, both online and offline, but predominantly offline.
- When required, support the Direct Marketing Manager – Acquisition with activity across a range of channels, both online and offline.
- Manage the end-to-end delivery of campaigns, including briefing and managing fundraising agencies, writing copy and creative development, data management and liaising with a range of stakeholders, both internally and externally.
- Able to work with set processes and have the capacity to identify potential improvements and implement them.
- Monitoring and analysis of individual giving activity – using MS Excel, Google Analytics, Microsoft Dynamics and a variety of other reporting systems.
- Play a key role in delivering emergency appeals – helping to save lives in humanitarian crises.
- Manage key administrative and reporting tasks across retention activity.
- Copywriting and proofreading with high and consistent levels of attention to detail.

Location

Hybrid home/
office (London EC3)

Hours

35 per week

People management

No

Division

Age International

Department

Individual Giving

Line Manager

Direct Marketing Manager –
Loyalty



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 Haves

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)

Skills and Knowledge

- Strong written communication skills, with the ability to write compelling direct marketing copy. (P)
- Good project management, numerical and analytical skills. (I, P)
- Proficiency in the use of MS Office applications, particularly Excel and Word. (I, P)
- Some understanding of digital marketing platforms (Email platforms, web page building etc). (I)
- Good attention to detail. (A, P)

Personal attributes

- Share the charity's values. (I)
- Willingness to contribute to the wider team project to improve processes and procedures. (I)

Great to Haves

Experience

- Worked in a direct marketing role within a charity. (A, I)
 - Experience of managing mailing campaigns. (A, I)
 - Experience of managing email campaigns. (A, I)
 - Experience of working to budget and of monitoring income and expenditure. (A, I)
- Some experience of working with Google Analytics. (A, I)

Skills and Knowledge

- Used collaborative platforms such as MS Teams, Miro and Trello. (A, I)
- Able to analyse data and write reports. (A, I)

Personal attributes

- An interest in international aid and development. (A, 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.

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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 AgeInternational
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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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