

Inayado, 70, helps her community adapt to climate change through traditional rainwater harvesting in India.

© Rajat Agarwal / Age International

A close-up portrait of an elderly woman with orange hair, wearing black-rimmed glasses and a colorful yellow, pink, and purple patterned headscarf. She is smiling broadly, showing her teeth. The background is blurred.

Join our team
Senior Direct Marketing
Executive – Acquisition

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 worldwide. We are a part of the Age UK Group and are the UK member of the HelpAge global network, championing older people around 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 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

Rights – We champion the rights of older people, striving to create equal opportunities in society. With our partners, we help cultivate respect within communities and amplify older people's voices. We also recognise the discrimination older women face and work alongside our partners and older women to tackle this injustice through our programmes and advocacy.

Health – We work alongside local and global partners to safeguard the health, wellbeing, and dignity of older people. We help health systems meet the needs of older people, support homecare models and ensure staff have appropriate training, improve access to affordable medicines and assistive technology, and address the growing burden of non-communicable diseases.

Humanitarian support – We work collaboratively with our partners to deliver emergency supplies and support to older people in times of crisis, and ensure their needs are met. And in the face of the climate crisis, we focus on inclusive climate action – amplifying the impacts for older people, and their important role in responding to this crisis.

Working with our partner HelpAge International to deliver our work – We raise funds from the UK public and other donors, which support local partner organisations in the HelpAge global network to implement programmes directly alongside older people.

“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**

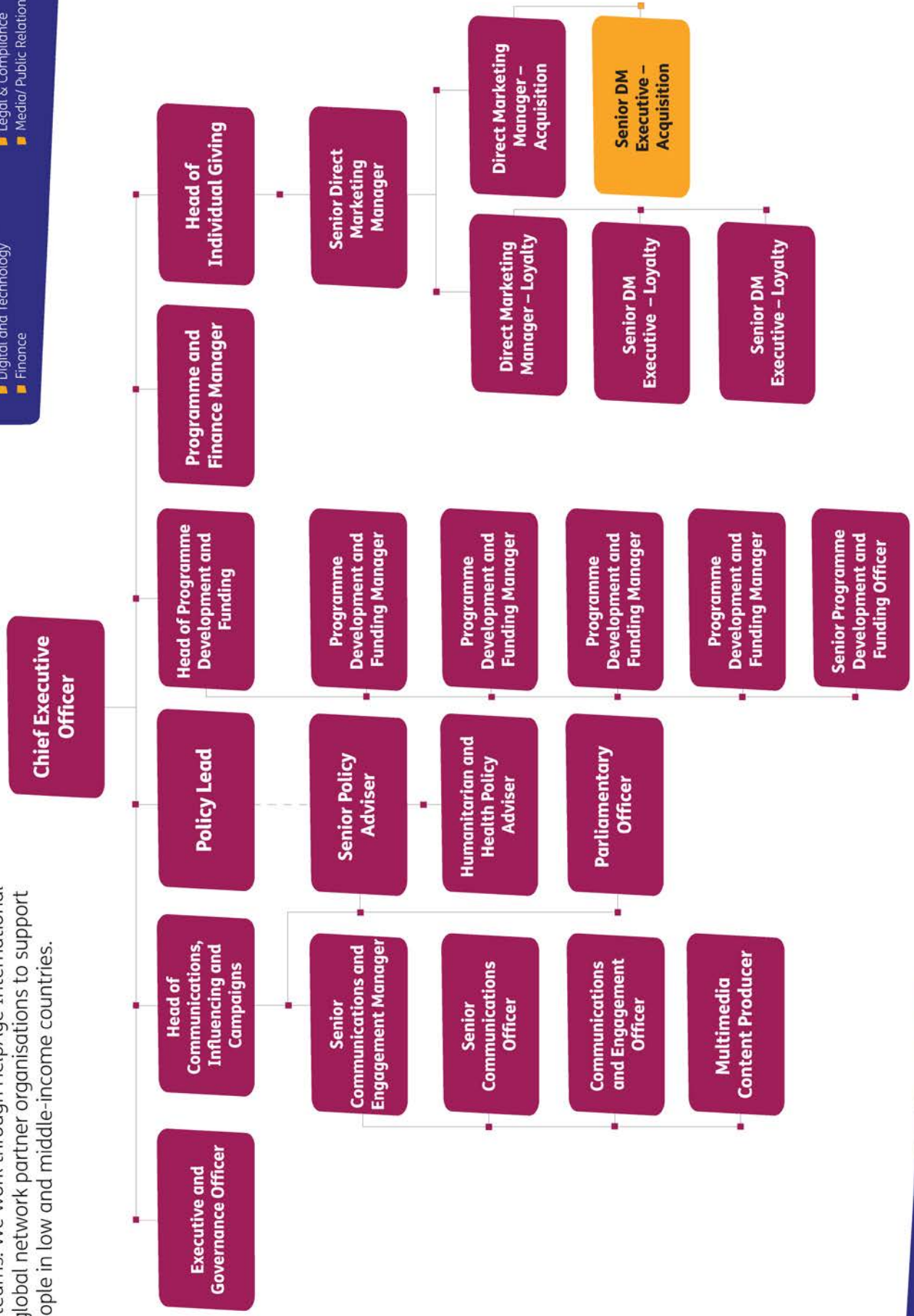
We **BUILD**
EACH OTHER
UP

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**

Daw Hnin Ku, 75, from Myanmar, supports her grandchildren full-time while managing mobility challenges and limited financial resources.

Senior Direct Marketing Executive - Acquisition

The job, in a nutshell

It's an exciting time to be joining the Individual Giving Team, who lead on the recruitment of new UK donors and build long-term relationships with supporters. Funds raised through our programme enable our local partners to deliver community projects for older people across the world and support them in humanitarian crises.

In this role you will primarily implement and manage projects which inspire more people to donate to Age International for the first time, helping to play a key role in our long-term income generation plans.

The role is varied, with good development opportunities. As we continue to develop our Individual Giving strategy, you will have the chance to be involved in new projects and initiatives, across channels such as telemarketing, digital and face-to-face fundraising through private sites. You will

have day-to-day ownership of campaign delivery and performance, working closely with the Direct Marketing Manager - Acquisition to optimise activity and contribute to the future supporter acquisition strategy.

Although the primary focus of this role is to recruit new supporters through digital and direct dialogue channels, as a member of a small Individual Giving team, you will also have the opportunity to gain exposure to and experience in supporter development and legacy activity over time.

What you'll do for us

- Deliver supporter acquisition campaigns across a range of channels, including social media, paid search, telemarketing and private sites.
- Manage the end-to-end delivery of campaigns. This includes campaign set up, creative management, fundraiser training, in-campaign results reporting, monitoring attrition and preparing post-campaign analysis.
- Liaise with internal and external stakeholders to ensure the effective implementation of campaigns at an operational level.
- Identify opportunities to inform acquisition marketing strategy and supporter engagement decisions through audience insight.
- Take ownership of the income and expenditure budgets for the campaigns you manage, sharing insight with the wider team and ensuring that any budget reforecasting can be informed by campaign performance.
- Manage key administrative and reporting tasks across supporter acquisition activity.
- Work to established team processes, identifying and implementing improvements to processes.
- Write copy and design materials for acquisition campaigns to a high standard.
- Manage the creation of and updates to fundraising pages on the Age International website.
- Work as part of the wider Individual Giving Team to deliver emergency appeals at speed.
- Support the delivery of supporter loyalty and legacy projects as required.

Location

Hybrid home/
office (London EC3)

Hours

35 per week

People management

None

Division

Age International

Department

Individual Giving

Line Manager

Direct Marketing Manager
Acquisition



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

Must Have's:

Experience

- Proven successful experience in a direct marketing role (A, I)
- Delivered and managed effective supporter or customer acquisition campaigns (A, I)
- Worked across digital direct marketing channels including Meta and/or Google (A, I)
- Worked across a minimum of one of the following offline marketing channels: events, direct mail, face-to-face or telemarketing (A, I)
- Experience of managing internal and external stakeholders through various processes, including copy and artwork sign off (A, I)

Skills and Knowledge

- Strong written communication skills, with the ability to write compelling direct marketing copy. (T)
- Good campaign management, numerical and analytical skills. (I, T)
- Experience working with online content management platforms to edit and manage website content. (A,I)
- Strong attention to detail. (A, T)
- for older people in low and middle-income countries. (A, I)
- Share the charity's values to be ambitious, purposeful, a brilliant partner and to 'build each other up'. (A, I)
- A collaborative team player, happy to get stuck in to deliver on the charity's objectives. (I)

Personal attributes

- Commitment to making a positive difference

Great to Have's:

Experience

- Experience of working in a direct marketing role within a charity. (I)
- Experience of working with budgets to forecast and monitor income and expenditure. (I)
- example MS Dynamics or similar. (I)
- Ability to analyse and report on results and to make recommendations for future campaigns based on insight and learning. (I)

Skills and Knowledge

- Experience working on email marketing campaigns with a working knowledge of email marketing platforms, for example DotDigital. (I)
- Experience working with a Customer Relationship Management (CRM) system for

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). Your travel costs to the London office are not covered by the charity.
- 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.

Ahmed, 64, unites older people through football in a Tanzanian refugee camp.



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