



Live On – *To the memory of the fallen and the future of the living*

THE ROYAL BRITISH LEGION

JOB DESCRIPTION

Job Title:	Campaign Co-ordinator: Acquisition
Reporting To:	Campaign Manager: Acquisition
Team:	Supporter Acquisition
Role Purpose:	The day-to-day implementation and management of marketing campaigns to attract new supporters to the Legion.

Key Responsibilities:

- To work with the Campaign Manager – Acquisition to implement acquisition campaigns for the cause-led (regular and cash giving), Poppy Lottery, raffle and prize-draw programmes.
- Manage marketing channels which may include door-drops, inserts, press advertising, outdoor advertising, face-to-face fundraising (private sites), direct response television, payroll giving, SMS, digital marketing and prospect events.
- Produce campaign plans and briefs for input from managers and internal stakeholders, set up response facilities and liaise with suppliers throughout the process to ensure their delivery is to agreed standards.
- Coordinate campaign budgets, source quotes, raise purchase orders and ensure campaigns are delivered to meet targets within budgeted expenditure.
- Understand supporter segmentation and targeting, and work with the Campaign Manager Acquisition to produce media briefs, and subsequent media plans for activity.
- Work with the creative agency to develop campaign creative and manage internal feedback and approval.
- Manage print specifications and proofing with the print management supplier and take responsibility for checking and approving these.
- Work with the Campaign Manager Acquisition to manage the response handling and fulfilment operation and campaign performance reporting.
- Develop a clear understanding of gambling and fundraising compliance requirements and work with the Compliance Manager during the approval process.
- Report on campaign performance and monitor against past performance and planned expectations. Undertaking data analysis where appropriate.
- Work with the Campaign Manager - Digital Acquisition to develop digital acquisition campaigns as required. Also support with landing page and microsite updates and development.

- Brief and liaise with internal stakeholders and teams as appropriate to deliver campaigns on schedule and ensure involved parties are well informed.
- Work with the Supporter Care team to deal with supporter queries and database amendments as required.

General Aspects

- Liaise with the charity's senior staff and volunteers where appropriate, to ensure support for fundraising appeals, including occasional travel to locations around the country.
- Willingness to work beyond normal office hours at particularly busy times, such as Remembrance time.
- To implement the Equal Opportunities policy into daily activities wherever possible.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant EC directives.
- To ensure that all activities conform to the Fundraising Regulator's code of practice, the Gambling Commission Licence Conditions and codes of practice, Data Protection regulations and all other relevant industry regulations.

This job description reflects the current requirements of the role.
As duties and responsibilities change and develop, this will be reviewed and will be
subject to amendment in consultation with the post-holder.

PERSON SPECIFICATION

CRITERIA	ESSENTIAL / DESIRABLE	HOW TO BE MEASURED
QUALIFICATIONS		
Good standard of education or equivalent experience	E	Application/Certificate
Marketing or Fundraising Qualification CIM, IDM or IoF.	D	Application/Certificate
KNOWLEDGE & EXPERIENCE		
Experience of managing direct marketing campaigns, ideally including direct mail, inserts, doordrops, out of home and digital.	E	Application/Interview
Experience of managing a busy workload and multiple projects, delivering to meet deadlines.	E	Application/Interview
Experience of working with relevant suppliers ideally including creative agencies, print managers, and response handling agencies.	E	Application/Interview
Experience of producing creative and media briefs.	E	Application/Interview
Experience of implementing and monitoring of campaign budgets.	E	Application/Interview
Experience of compiling results and data analysis	E	Application/Interview
Knowledge of print production.	D	Application/Interview
SKILLS & ATTRIBUTES		
Effective communication skills – written and verbal	E	Interview
Effective interpersonal skills – able to engage effectively with a range of audiences	E	Interview
Strong planning and organisational skills able to prioritise workload effectively with ability to consider future organisational requirements when planning	E	Interview
Ability to work effectively under pressure whilst retaining a strong eye for detail	E	Interview
Strong team player able to work effectively with diverse client groups	E	Interview
Flexible and adaptable style	E	Interview
Proactive self-starter, able to work unsupervised within agreed timeframes	E	Interview
Excellent IT skills, proficient in Word, Excel and Outlook	E	Interview/Test

Experience of working within charitable sector	D	Application/Interview
Empathy with mission, objectives and values of TRBL	D	Application/Interview
COMPETENCIES		
Effective communications (1)	E	Application/Interview
Relationship Building (1)	E	Application/Interview
Customer Service (1)	E	Application/Interview
Results Focus (1)	E	Application/Interview
Commercial Awareness (1)	E	Application/Interview