



THE ROYAL BRITISH LEGION

JOB DESCRIPTION

Job Title:	Campaign Co-ordinator – In Memoriam
Reporting To:	Campaign Manager – In Memoriam
Team:	Supporter Development and Engagement
Role Purpose:	The day-to-day implementation and management of marketing campaigns to promote the Legion's In Memoriam fundraising products

Key Responsibilities:

- To work with the Campaign Manager – In Memoriam to implement direct marketing and retention campaigns to supporters who participate in In Memoriam Giving and other supporters on the charity database.
- Manage marketing channels including direct mail, email, telephone, SMS and supporter events.
- Support the Campaign Manager – In Memoriam with organising and setting up the Fields of Remembrance every November. Co-ordinating equipment and deliveries, volunteers and opening ceremony routines for multiple locations around the country.
- 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 accurately produce complex mailing data briefs for the Data Services team.
- 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.
- Set up response handling, fulfilment operation and reporting.
- Report on campaign performance and monitor against past performance and planned expectations. Undertaking data analysis where appropriate.
- Develop a clear understanding of fundraising compliance requirements and work with the Compliance Manager during the approval process.
- Work with the Campaign Manager - Email Marketing to develop email campaigns and use the email broadcast platform 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

- 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 work in accordance with The Royal British Legion's shared values of **Service; Collaboration; Passion; Excellence; Valuing our people** which underpins the fundamental beliefs and qualities of who we are and what we do.
- To implement the Equal Opportunities Policy into your daily activities.
- 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, including reporting any health and safety hazard immediately you become aware of it.
- To work in accordance with the General Data Protection Regulations and Data Protection Act 2018; to ensure the correct reporting of data breaches, any changes to the processing of personal data which require a Privacy Impact Assessment and any requests under the Individual Rights provisions are reported to the Legion Data Protection Officer..
- It is clear that due to the nature of the role, the postholder will have access to material which is confidential. It is a condition of their contract of employment that they ensure that no confidential material is leaked from the department to unauthorised members of staff.
- Royal British Legion is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. Any hire is to work in accordance with the Equality Act (2010).

This job description reflects the current scope of duties and responsibilities of the role. The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

PERSON SPECIFICATION

CRITERIA	ESSENTIAL / DESIRABLE	HOW TO BE MEASURED
QUALIFICATIONS		
Good standard of general 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, email and telephone	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 data 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
Experience of event planning and management.	D	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
SHARED VALUES AND BEHAVIOURS		
Service We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.	E	Interview
Collaboration We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.	E	Interview
Passion We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.	E	Interview
Excellence We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.	E	Interview
Valuing our People We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone’s contribution.	E	Interview