



THE ROYAL BRITISH LEGION

JOB DESCRIPTION

Job Title:	Campaign Coordinator: Legacy Pledger Stewardship & Events
Reporting To:	Campaign Manager: Legacy Pledger Stewardship & Events
Team:	Supporter Development and Engagement
Role Purpose:	The day-to-day implementation and management of Legacy Pledger Stewardship Communications and Events, aimed at the retention of Legion Legacy Pledgers.

Key Responsibilities:

- To work with the Campaign Manager – Legacy Pledger Stewardship & Events to implement direct marketing and retention campaigns and events to Legacy Enquirers, Intenders and Pledgers.
- Manage marketing channels including direct mail, email, telephone, SMS and supporter events.
- Support the Campaign Manager – Legacy Pledger Stewardship & Events with organising, promoting and hosting legacy pledger events around the UK and abroad, to thank Legacy supporters who have left, or intend to leave, a gift in their Will to The Royal British Legion, this will include Legion Legacy Days, overseas Battlefield Tours, Pop-In events, historical lecture evenings and commemorative events.
- To coordinate and plan the events to include project management, logistics, marketing and fulfilment of events, ensuring they are delivered on budget, and ensuring that supporter experience and supporter engagement is maximised.
- 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 fairly 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 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, 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		
A 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	E	Application/Interview

telephone		
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/ Assessment
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.	E	Application/Interview
Knowledge of print production.	D	Application/Interview
Knowledge of Will-making and legacies.	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 (Level 1)	E	Interview
Relationship Building (Level 1)	E	Interview
Customer Service (Level 1)	E	Interview
Teamwork (Level 1)	E	Interview
Ability to Influence (Level 1)	E	Interview