



THE ROYAL BRITISH LEGION JOB DESCRIPTION

Job Title:	Campaign Manager – Acquisition
Responsible to:	Head of Supporter Acquisition
Staff Reporting:	Campaign Coordinator - Acquisition
Team:	Supporter Acquisition
Role Purpose:	To be responsible for developing and delivering The Royal British Legion's acquisition fundraising programmes to grow the supporter database and secure future income for the charity. In addition, to provide support as required across the Individual Giving Supporter Acquisition team.

Key Responsibilities:

Develop and manage marketing campaigns to recruit new supporters to the Legion

- To work with the Head of Supporter Acquisition to develop the long-term strategies and targets for cold acquisition giving to include cause-led appeals (cash and regular giving), Poppy Lottery, raffle, prize draw and legacy cold acquisition marketing campaigns
- Plan and manage campaigns end to end. Marketing channels may include face to face fundraising (private sites), direct response television, digital, payroll giving, Free Wills Network, door-drops, inserts, direct mail, press advertising, outdoor advertising, SMS and prospect events.
- Work with the Supporter Development and Engagement team to collaborate on acquisition giving strategies and targets.
- Work with the appropriate departments to manage and source new case studies.
- Responsible for briefing media buying agencies and creative agencies.
- Responsible for all copy and images used in creative, including circulating and signing off copy, artwork and print proofs, ensuring that communications reflect the charity's key strategies, messaging and adhere to brand guidelines.
- As required work with the retail scratchcards supplier, reviewing proposals, implementing new games and updating sales reports.
- Work with internal and external resource to ensure that all the relevant web pages, micro-sites and associated online forms are fit for purpose, up to date and accurate.
- Manage and develop the digital acquisition programmes alongside the Digital Campaign Manager - Acquisition, and Digital Marketing Team within Marketing.
- Monitor the regular giving, lottery, wider charity marketplace for developments and new initiatives, initiating and managing product developments and test projects as required.
- To maximise Gift Aid income where possible.

Draft budgets and maintain expenditure control of projects.

- Work with the Head of Supporter Acquisition to produce annual and campaign budgets for the cold acquisition programmes.

- Manage a seven figure expenditure budget, to be used to recruit a significant number of new supporters.
- Set and continuously review campaign targets, manage income and expenditure budgets and authorise campaign invoices. Draft reforecasts as required.
- Ensure the financial returns from campaigns are maximised and that costs are minimised.

Deliver Operational Excellence

- Manage and develop response handling and fulfilment processes and materials.
- Oversee payment handling, data transfer and supporter care processes.
- Provide campaign briefings to supporter care teams and other supporter facing representatives as required.
- Closely monitor and manage all suppliers and in particular the face-to-face fundraising suppliers, checking quality of service by attending training sessions and delivering training to fundraising teams, mystery shopping sites, managing the list of sites to ensure they are suitable, following internal approval routines and closely tracking results.
- Develop a detailed understanding of the Gambling Act 2005 in relation to society lotteries and ensure that all aspects of the raffles and instant wins are compliant with our licence.
- Carry out detailed post campaign analysis on all campaigns and provide detailed recommendations for future activity.
- Identify, set up and manage reporting and analysis requirements to enable a detailed understanding of programme performance including attrition and return on investment.
- Present results to colleagues and other stakeholders as required.

Line management

- Be responsible for the line management of Campaign Coordinator Acquisition, overseeing their day to day tasks and ensuring that all duties are carried out in an organised and timely manner.
- Carry out regular one to one's and quarterly performance reviews, identifying areas for development and providing guidance, training and support as necessary.

Relationship management

- Build effective relationships with partner organisations, managing service delivery to agreed standards and contributing to supplier performance reviews, and contract management as required.
- Develop good relationships with key internal contacts including in the Poppy Shop, Supporter Development and Engagement, Operations/Welfare, Marketing and Communications and Governance & Administration Divisions.

Compliance

- 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.

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.

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 general Education, or equivalent experience	E	Application/Certificates
Advanced marketing or fundraising qualification CIM/IDM/IoF or equivalent	D	Application/Certificates
EXPERIENCE & KNOWLEDGE		
Significant experience of planning and managing complex direct marketing campaigns ideally including direct mail, door drops, digital, out of home, inserts.	E	Application/Interview
Effective management of multiple key suppliers, ensuring service is to agreed standards	E	Application/Interview
Significant evidence of effective income and expenditure budget management and of producing scenario models and forecasts.	E	Application/Interview
Experience of managing and leading large and complex projects.	E	Application/Interview
Experience of analysing results and using insight to inform strategy and campaign plans.	E	Application/Interview
Developing effective partnerships working across a wide range of agencies and key internal contacts.	E	Application/Interview
Experience of people management	E	Application/Interview
Knowledge of business to consumer marketing, preferably in the charity sector.	D	Application/Interview
Thorough understanding of gambling licence requirements	D	Application/Interview

COMPETENCIES		
Effective Communications (Level 2)	E	Interview
Relationship Building (Level 2)	E	Interview
Results Focus (Level 1)	E	Interview
Planning and Organising (Level 2)	E	Interview
Commercial Awareness (Level 1)	E	Interview
SKILLS & ATTRIBUTES		
Good analytical skills. Able to analyse complex data to a high level of accuracy, utilising spreadsheets and produce reports in a clear and precise format.	E	Application/Interview/ Assessment
Highly numerate. Able to accurately produce budgets and model results.	E	Application/Interview/ Assessment
An eye for good copy and design.	E	Application/Interview
Ability to work effectively under pressure whilst retaining a strong eye for detail.	E	Application/Interview/ Assessment
Good written and verbal communication skills.	E	Application/Interview
Ability to prioritise and organise work and schedule effectively.	E	Application/Interview
Problem solving ability. Uses initiative to identify and resolve.	E	Application/Interview
High level of flexibility, initiative and self-motivation.	E	Application/Interview
High level of IT Literacy (MS Office)	E	Application/Interview/ Assessment
Empathy with mission, objectives and values of TRBL	E	Interview