

**Job Description**

**Individual Giving Officer (Direct Marketing)**

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| **Post Title** | Individual Giving Officer (Direct Marketing) |
| **Reporting to** | Head of Development |
| **Staff reporting to this post** | none |
| **Liaises with** | All colleagues in Development, also Marketing, Communications and Engagement, Historic Estate, Director, and external suppliers. |
| **Hours** | Full time (35 hours per week).  Flexible working will also be considered. |
| **Contract Term** | Permanent |
| **Department and Location** | Development department in Landmark’s offices at Shottesbrooke, Berkshire, SL6 3SW. Option to agree a pattern of up to 2 days/week regular remote working. |
| **Date of document** | 02 February 2022 |

The Landmark Trust is one of Britain’s leading building conservation charities. With the help of our supporters, we save historic buildings in danger of being lost forever. We sensitively restore such 'Landmarks' and offer them a new future by making them available to everyone for self-catering holidays. The lettings income from the 200 extraordinary buildings in our care supports their maintenance and ongoing survival. Landmark has an ambitious pipeline of potential rescue projects in a range of building categories across Britain - vital work which depends upon the generosity of individual supporters, and grant-givers.

**Job Summary**

To implement and manage a range of direct marketing campaigns end-to-end (both digital and offline) for the recruitment, development and retention of single gift, regular gift, and raffle supporters. Build on an established programme of individual giving with an active supporter base and a calendar of fundraising appeals and activities across digital and traditional channels, including direct mail, social media, and email. Improve the supporter journey and use data analysis, reporting and metrics to drive future strategy. Be responsible for regular/committed givers, both for their stewardship and for planning and executing an effective strategy to recruit and retain new regular givers. The role will also seek to maximise the opportunities from digital fundraising to complement print and direct mail.

**Key Accountabilities**

With the support of the fundraising team, to devise and deliver specific direct marketing campaigns for single gifts in a programme of 2-3 annual capital appeals, using direct mail, print and digital media.

Plan and implement a programme to recruit and retain regular givers to grow the current group of supporters and reduce attrition. Be the main point of contact for these committed supporters.

Coordinate and plan the annual Landmark raffle and manage the raffle agency to deliver this to time, standards, target, and budget.

Establish systems to monitor results and analyse direct marketing fundraising activity to inform future strategy and maximise net income and forward growth.

Support the development of the appeals pages of the Landmark website, working closely with Marketing, Communications & Engagement to review, test, improve and evolve content and design.

**Key duties within the role**

* To be responsible for day-to-day management of all fundraising direct marketing campaigns through print, and digital, including appeals, raffle, and regular giving.
* Liaise with Development team colleagues, and the Marketing, Communications & Engagement team to ensure campaigns are effectively coordinated, and to integrate email marketing, web, and other digital content with fundraising appeal planning.
* Obtain powerful case studies and other project-based resources from others (e.g., photography and video) for the development of compelling appeals content. This will include active participation in cross-departmental content meetings, as well as assessment of the most appropriate story resources for future communications, in consultation with colleagues.
* Write compelling and persuasive fundraising copy where required; commission, amend and proof-read fundraising copy by other colleagues, and check artwork for accuracy.
* Create and execute agreed supporter communications by email, in close liaison with team colleagues, and the Marketing, Communications & Engagement team.
* Prepare briefs, review concepts, copy and artwork by external freelancer designers and suppliers, and internal colleagues, ensuring that creative and print is delivered to high standards, to brief and within brand guidelines.
* Work closely with the Database and Development Administrator to ensure the fulfilment of campaigns is planned, and that a high level of service is provided to supporters.
* Manage and monitor budgets in order to achieve agreed objectives. Provide information for budget setting and forecasting, including contributing to capital appeal planning.
* Develop and maintain an in-depth understanding of the Landmark Trust’s supporter base, working with the Database and Development Administrator to inform segmentation and targeting through data analysis.
* Ensure that data selections and reports from the Salesforce database are delivered, working with the Database and Development Administrator. Be responsible for interim / post campaign reports and produce key performance indicators.
* Manage the performance and day to day working relationships with the raffle agency, freelancers, and suppliers for the delivery of direct marketing projects ensuring all activity is carried out on time, within budgets, and to a high standard. Includes printers, designers and mailing houses.
* Contribute to team budgets, and the development of fundraising plans for growth in digital to support capital appeals for building rescue projects.
* Project manage other fundraising print as required and provide print support and advice to all colleagues in the fundraising team.

**General**

* Respond to queries regarding fundraising activity in a timely and professional manner, referring to the Head of Development and other team colleagues where necessary.
* Support fundraising events from time to time e.g., receptions, and site visits to building rescues before/during/after restoration.
* Abide by the Fundraising Code of Practice and data protection legislation (GDPR, PECR) and be aware of the external environment for fundraising innovation and inspiration in direct marketing and supporter stewardship.
* Undertake any other duties commensurate with the post.

**PERSON SPECIFICATION**

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| **Category** | **Essential** | **Desirable** |
| **Education** | A-Level educated and evidence of CPD/ training in direct marketing for fundraising. | Certificate in Marketing (CIM); or Direct Marketing (IDM), or equivalent qualification in fundraising or marketing. Diploma in Direct Marketing, Marketing, or Fundraising (CIOF). |
| **Experience** | Proven experience of working on all aspects of the delivery of successful fundraising direct marketing campaigns across a variety of channels within a charity. | Knowledge and experience of the principles and techniques of digital fundraising, including fundraising pages of websites. |
|  | Knowledge and experience of key marketing principles and techniques, including copy writing, creative development, print, and test and response analysis. | Demonstrable experience of supporter acquisition, retention, and development of supporters. |
|  | A good understanding of the use and potential of CRM databases and experience of data selections / segmentation and campaign analysis principles. | Experience of Salesforce CRM |
|  | Experience in briefing and managing relationships with outside agencies/suppliers and developing excellent relationships with internal and external teams to deliver objectives. | Ability to negotiate with suppliers. |
|  | Knowledge of the regulatory environment within the Fundraising Code of Practice as well as data protection legislation (GDPR, PECR), and Gift Aid. |  |
| **Competencies & skills** | A good eye for design and creative flair, with copywriting / editing experience and meticulous attention to detail |  |
|  | Ability to communicate to a high standard with a variety of audiences, both verbally and in writing, and in both formal and informal situations. | Proven copywriting experience for digital and/or print marketing. |
|  | IT literate. Proficient in MS Office suite (Word, Excel, PowerPoint) and Outlook email. | Experience of email management software. |
|  | Strong numeracy with the ability to analyse appeal response data using standard direct marketing analysis techniques. |  |
|  | Strong time and project management skills, with the ability to progress several tasks simultaneously and maintain timescales when working under pressure. |  |
| **Other Requirements** | Positive, can-do attitude with a proactive and flexible approach. |  |
|  | Empathy with and commitment to the work of the Landmark Trust. | Knowledge or interest in architecture, history and/or the built environment. |
|  | Able to develop and maintain effective relationships across the organisation. Comfortable working alone and as part of a team. |  |
|  | Able to travel occasionally within the UK to visit projects, and support on events, which may require occasional overnight stays. | Full driving licence and confident using it. |

**TERMS OF EMPLOYMENT**

**Contract Duration**

Permanent, full-time position. Flexible working will also be considered.

**Location**

This position will be based at Shottesbrooke, White Waltham, with the option of working to Landmark’s Hybrid Model (up to 2 days a week WFH).

**Salary**

In the range of £28,000 - £30,000 FTE depending on skills and competencies, paid monthly in arrears.

**Working Hours**

This role will be full time 35 hours a week, with the option to agree a pattern of up to 2 days/week regular remote working.

**Holidays**

The holiday entitlement is 25 days per annum (pro rata) plus pro-rated statutory holidays, increasing to 30 days pro rata per annum after 10 years’ service.

**Sick Pay**

During the first three months of employment or the probationary period (whichever is the longer) you will only be paid your Statutory Sick Pay entitlement. After this period you will receive full basic pay during any sickness absence up to 20 days in any 12 month period. The Statutory Sick Pay will be included in this sick pay. Where absence exceeds seven consecutive calendar days and in certain other circumstances, a doctor’s certificate will be required.

**Pension Scheme**

There is a pension scheme which you will be entitled to join.

**Medical Health**

Private health insurance, currently with BUPA, will be provided when you have been with Landmark for a year.

**Notice**

The appointment is subject to satisfactory completion of an initial six-month probationary period, though this may be extended if more time is needed to assess suitability for employment. During this period the post will be subject to a week’s notice on either side. A minimum of one months’ notice in writing on either side applies after the end of the probationary period.

**Health & Safety**

All staff are expected to observe all health and safety at work regulations as set out by Landmark in accordance with statutory requirements.

**Contract**

The successful applicant will be required to sign Landmark’s Contract of Employment.

The purpose of this information is solely to help prospective employees to understand the details of Landmark’s Conditions of Employment.  It is not an offer of employment and does not form part of the Contract of Employment or the Job Description.