



Role Profile

The Role			
Role Title:	Marketing Executive - Donor Development	Reporting to (job):	Senior Marketing Executive - Donor Development
Legacy job titles covered by this role profile:		Jobs that typically report into this role:	
Function / Org Unit	Mass Engagement \ Individual Giving	Job Number:	
Base and travel	Hybrid- Home and Office Based	Band (<i>to be assigned by Reward</i>)	Job Family-Marketing. Band B
Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	0	Budget (Operating/Capital)	
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority & Responsibility for Resources	
Working Environment	Hybrid- Home based and trips to the office for collaboration		
Role Purpose	The Marketing Executive's role is to develop, project manage and optimise RSPCA donor development fundraising campaigns to maximise lifetime value of existing supporters whilst minimising attrition.		

Principal Accountabilities	<ul style="list-style-type: none"> • This includes, day-to-day stewardship and cultivation of supporters, running, managing and developing multi-channel campaigns, administration of budget, fulfilment processing and digital marketing to ensure donor fundraising KPIs are met. • Manage and deliver multi-channel donor development fundraising campaigns and activity to existing supporters. • Monitoring and communicating campaign performance in-line with plans/against objectives, ensuring campaigns are delivered on time and to budget. • Manage day-to-day relationships with numerous external agencies, suppliers and internal stakeholders to ensure campaigns are delivered and key performance indicators are met. Challenge under performance and propose ideas for improvement. Tackle any issues that may arise. • Briefing and managing SMS, Telemarketing, Creative, Print, Fulfilments agencies, writing and approving campaign and creative briefs, sourcing key information, images and case studies - as well as verifying all RSPCA facts and figures. Challenge under performance, propose ideas for improvement and tackle any issues that may arise. • Work with internal stakeholders to brief them on upcoming campaigns, agree messaging, source content and information including images and case studies. Also ensure that all campaigns are circulated with internal stakeholders for approval. • Liaise with internal digital team to ensure delivery of planned and ad hoc appeals/campaigns. • Liaise with the Data Team to review and agree data selections and targeting for campaigns, in order to maximise net income and donor engagement. Also responsible for providing data briefs and data output briefs to the team, in addition to chairing data brief surgery meetings in which selections and key learnings are discussed. • Campaign results presented on a quarterly basis to the wider IG team, and communicated internally with relevant parties to ensure continued improvement of campaign responses. • Monitor campaign costs against budget and maintain referencing system for all donor invoices and approve invoices to an agreed limit. Ensure all POs are raised in advance of campaigns, to agreed budgets or quotes, and then approve invoices as per the POs raised. • Ensure all relevant submissions to legal bodies are undertaken through liaison with RSPCA gaming promoter and external agencies/suppliers. • Liaise with the Supporter Services team to brief them on upcoming campaigns, monitor and approve correspondence generated to ensure it meets the required standards, provide campaign FAQs and ensure the team is coordinating the fulfilment of prizes for our gaming products in a timely manner. • Keep abreast of industry regulations, best practice, news and developments and ensure all knowledge is shared with both donor recruitment and donor development teams. • Develop a filing system for keeping interesting articles on the RSPCA, animal welfare, competitor activity,
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	<p>fundraising initiatives and developments.</p> <ul style="list-style-type: none"> • Maintain and monitor stock levels for items across all campaigns, using the weekly stock reports that are sent by three of our external suppliers. • Set up, approve, chase and manage invoices to agreed limit and campaigns. Tackle any invoicing issues that may arise.
	<p>Ability to undertake some travel and occasional overnight stays</p> <p>Comfortable with dogs in the office</p>
The Person	
Personal Attributes and Key Competencies	<ul style="list-style-type: none"> • Resilient and open to change • Excellent time management skills • Flexible approach to work duties
Essential Key Skills, Qualifications & Experience	<ul style="list-style-type: none"> • Degree level qualification or equivalent • Previous experience of direct marketing gained in either a commercial or fundraising environment • Some print and/or digital production knowledge • Proven project /campaign management • Excellent working knowledge of Excel and Word • Ability to develop strong working relationships with stakeholders over several locations and across the Society • Numerate and able to interpret data sets • Good written and verbal communication skills • Ability to work on own initiative • Ability to prioritise own workload and deliver to deadlines • Strong attention to detail • Ability to handle confidential information appropriately • Highly organised with the ability to work under pressure • Strong ability to multi-task
Desirable Key Skills Qualification & Experience	<p>Marketing Qualification such as CIM or IDM.</p>

Personal commitment to:	<ul style="list-style-type: none"> ● Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals. ● Take care of their own health and safety and that of others who may be affected by their acts and omissions. ● Uphold the RSPCA's core values ● Cooperate with Society policies and procedures ● Understand and comply with any Society Code of Conduct.
RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p>We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.</p>

Creation and Authorisation		
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>		
Profile written by:	Role:	Date:

Approved by (operations):	Role:	Date:
Approved by (HR):	Role:	Date:
Date Job last evaluated:		