



Role Profile

The Role			
Role Title:	Legacy Marketing Executive Recruitment	Reporting to (job):	Senior Legacy Marketing Executive Recruitment
Legacy job titles covered by this role profile:	N/A	Jobs that typically report into this role:	N/A
Function / Org Unit	Communications, Marketing, Fundraising / Legacy Marketing	Job Number:(<i>to be assigned by Reward</i>)	CDIGL13A
Base and travel	Home and Southwater Office based	Band (<i>to be assigned by Reward</i>)	B
Role Dimensions			
Number of direct reports	N/A	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	N/A	Budget (Operating/Capital)	N/A
Total No of Reporting Staff (include all direct and indirect reports)	N/A	Decision Making Authority & Responsibility for Resources	With line manager and agencies, decides on campaign schedules and timings of both offline and online campaigns, coordinating this with other activity within the Recruitment and Development teams to ensure campaigns are delivered on time and to budget and that expectations of internal and external stakeholders are properly managed. With line manager, agree what approach campaigns

			<p>should take to achieve response, return on investment and expenditure targets. Make short term recommendations when campaigns are not meeting key performance indicators.</p> <p>Evaluates case studies, images, statistics and information and decides which will be the most engaging for use in campaigns.</p> <p>Decides on the most suitable way to work with other internal teams and external agencies to ensure campaigns are delivered on time and to budget. Also requires effective alignment of workload and schedules of various internal departments.</p>
Working Environment	Office based		
Role Purpose	<p>The post holder is responsible for developing, project managing and optimising multiple legacy marketing supporter recruitment campaigns to bring in new supporters that will commit to leaving a gift in their Will for future Legacy income, managing multiple suppliers to achieve yearly new supporter targets.</p> <p>Gifts left to the RSPCA in Wills provide the biggest income stream to the Society at £65-£70 million per annum.</p>		
Principal Accountabilities	<p>Manage and deliver Supporter Recruitment activity through multiple channels including integrated campaign activity managing multiple campaigns at any one time. Channels include, but are not limited to, Direct Response Television (DRTV), Social Media such as Facebook, Digital Display and Direct Mail.</p> <p>Monitoring and communicating campaign performance in-line with plans/against objectives, ensuring campaigns are delivered on time and to budget.</p> <p>Manage day to day relationships with multiple external agencies, suppliers and stakeholders to ensure multiple campaigns are delivered and KPIs are met. Ensure external agencies work in line with RSPCA brand and compliance specifications. Challenge under performance and propose ideas for improvement. Tackle any issues</p>		

	<p>that arise, and escalate where required.</p> <p>Work with internal stakeholders to brief them on upcoming campaigns, develop back end processes, response handling, data tracking, reporting, agree messaging, source content and information including images and case studies. Also ensure that all campaigns are circulated with internal stakeholders for approval.</p> <p>Work with internal digital team to ensure delivery of both planned and reactive campaigns.</p> <p>Produce and present campaign results, reports and analysis within required time frame. Present detailed evaluations and analysis on all owned channels using various sources including supplier reports and industry knowledge.</p> <p>Monitor campaign costs against budgets and maintain log for all invoices and approve invoices to an agreed limit. Ensure all Purchase Orders (PO) are raised in advance of campaigns and to agreed budgets or quotes and then approve invoices as per the PO's raised.</p> <p>Liaise with the Supporter Services team to brief them on upcoming campaigns, monitor and approve correspondence generated to ensure it meets the required standards. Respond directly to supporters as required for non standard queries, in writing or over the phone.</p> <p>Obtain competitive quotes. Set up, approve, chase and manage invoices to agreed limit. Raise PO's based on agreed campaign plans and tackle any invoicing issues that arise.</p> <p>Keep abreast of industry news and developments and ensure all knowledge is shared with team as well as developing a filing system for keeping interesting articles on the RSPCA, animal welfare, competitor activity or fundraising/marketing initiatives and developments.</p>
Key Interfaces	<p><u>External</u></p> <p>Creative agencies - delivering written and verbal briefs, providing information and guidance to develop and approve creative. Ensure feedback and guidance on campaigns is supplied in a way that will not cause conflict between our internal and external stakeholders. This requires skills of diplomacy and negotiation, whilst balancing the needs of stakeholders. Also prioritise conflicting comments/feedback.</p>

	<p>Media agency - delivering briefs and providing information to develop media plans at a campaign level, which should include analysis of relevant past performance for insight, product insight and any thoughts on media that should be used. Ensuring high performance and KPI targets are being met in line with agreed spend.</p> <p>Industry bodies (IoF and FR Regulator) for guidance on compliance and industry standards and innovations.</p> <p>All agencies – managing logistics and planning of new and ongoing campaigns. Challenging agencies when issues arise such as incorrect reporting/analysis or falling behind on work in progress. Negotiation and persuasion e.g. gathering cheapest quotes possible. Escalating issues when necessary.</p> <p>Researching and analysing insights from competitors and/through consortiums including Legacy Foresight and Remember a Charity.</p> <p><u>Internal</u></p> <p>With larger scale and more complex projects the Marketing Executive is responsible for liaising with the relevant internal stakeholders and providing feedback to line manager and/or the Marketing Manager on the outcomes, whilst ensuring expectations are managed appropriately or as fairly as possible to maintain strong working relationships.</p> <ul style="list-style-type: none"> - Must ensure campaigns are aligned with Development team activities and creatives are consistent but not duplicated. Collaborating to ensure supporter journeys are seamless and any changes introduced in development are incorporated during recruitment when necessary. - Fundraising data team - Ongoing communication to ensure campaign tracking and financial reporting are managed appropriately and campaign set up is accurate and on time. <p>All teams:</p> <ul style="list-style-type: none"> - Project stakeholders - communicate in writing and verbally to gain feedback and approval, in most instances for creative work. Provide clarity on the requirements of each stakeholder type, negotiating for time where projects are on a tight turnaround basis, and challenging feedback that may not be reasonable or aligned to the objective of the work or relevant to the stakeholders role. <p>Negotiation skills are integral to the ME role and to the successful delivery of campaigns.</p>
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The Person	
Personal Attributes and Key Competencies	<p>Good written and verbal communication skills</p> <p>Ability to develop strong working relationships with colleagues and suppliers</p> <p>Numerate with strong evaluation and analytical skills</p> <p>Strong attention to detail</p> <p>Highly organised with the ability to work under pressure, multi-task and prioritise to deliver to deadlines</p> <p>Strong knowledge of using data in marketing</p> <p>Ability to develop new ideas and translate them into effective action plans</p> <p>Ability to work on own initiative</p> <p>Good working knowledge of standard office packages and databases</p> <p>Highly motivated with ability to work on own initiative</p> <p>Collaborative working style</p>
Essential Key Skills, Qualifications & Experience	<p>Degree level education or equivalent</p> <p>Running direct marketing campaigns across multiple channels including Direct Response Television, Digital and Direct Mail</p> <p>Proven campaign/project management</p> <p>Budget management including monitoring and managing expenditure and income</p>

	Proven experience of managing supplier and agency relationships
Desirable Key Skills Qualification & Experience	<p>Marketing and/or fundraising specific qualification e.g. IOF, CIM or IDM</p> <p>Marketing in a charity environment</p> <p>Relationship marketing</p> <p>Managing customer/donor relationships</p>
Personal commitment to:	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>
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>
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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:	Caroline Viney	Role: Senior Marketing Executive Legacy Recruitment	Date: 7 April 2021
Approved by (operations):			Date:
Approved by (HR):	Luan Moorshead	Role: HR Business Partner	Date: 1 April 2021
Date Job last evaluated:			