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| **Job Title:** | **Direct Marketing Manager (Regular Giving)** |
| **Company:** | Gorta – Self Help Africa |
| **Department:** | Fundraising Department |
| **Location:** | 17-22 Kingsbridge House Parkgate St Dublin 8 |
| **Contract Type:** | 2 year fixed term contract |
| **Reports to:** | Fundraising Director (Ireland & UK) |
| **Salary:** | Commensurate with Experience |
| **Purpose:** | The Direct Marketing Manager will lead an integrated marketing programme to maximise income from individual donors in the Republic of Ireland & UK. He/she will lead a programme to secure and increase donated income from individuals in line with Gorta-Self Help Africa fundraising strategy.  The direct marketing manager will help design an annual fundraising plan to target key audiences, develop communication messages, and implement campaigns to maximize financial return in order to meet Gorta-Self Help Africa objectives. Gorta-Self Help Africa currently has two companies, one in Ireland and one in the UK. |
| **Key Responsibilities:** | **Main areas of responsibilities**   1. Design a direct marketing plan with the Fundraising Director (Ireland & UK)    Propose the optimum direct marketing mix to maximise return   * Develop marketing campaigns to recruit new donors to set targets    Create an annual communications calendar to maximise revenue   * Develop a testing plan to generate increased return on investment  1. Campaign planning and management    Propose target audiences relevant to maximise return from campaigns   Identify and research potential campaign themes and propositions   * Implement campaigns on time, on budget, and to the agreed audience  1. Manage and operate core direct marketing activity  * Recruitment of regular givers * Retention campaigns * Christmas and other DM Campaigns  1. Monitoring & Evaluation    Analyse supporter response to relevant campaigns   Conduct regular post campaign analysis   Manage implementation of appeals to agreed key performance indicators   1. Budget Management    Prepare an annual budget projecting anticipated revenue and expenditure   Negotiate costs with suppliers to deliver as cost effectively as possible.   1. Ensure that all campaigns comply with Gorta-Self Help Africa policies and procedures.    Produce campaigns in compliance with all legislation and regulations   1. Supplier Management    Implement best practice in supplier management   Ensure suppliers produce all services according to agreed contracts   1. Innovation    Create new marketing campaigns to new audiences   Where possible revive campaigns and channels   1. Miscellaneous tasks as may be assigned by the Fundraising Director (Ireland & UK) |
| **Key Relationships:** | **Internal**   * Fundraising Director (Ireland & UK) * Fundraising Team * Communications Team * Finance Team   **External**   * DM Suppliers e.g. regular givers |
| **Qualifications**  **/Experience** | **Essential**   * Third level qualification in marketing or related discipline * Strong organisational, communication and negotiation skills * Ability to work under pressure * Project Management experience * Previous relevant experience in a marketing department * Strong relationship management and teamwork skills * Highly analytical * Good commercial acumen     **Desirable**   Diploma or Certificate in Fundraising   Enthusiastic and flexible working attitude   Commitment to the work of Gorta-Self Help Africa |
| **Role Competencies** | **Managing yourself –** Holds an awareness of own abilities and areas for development; adapts and uses abilities to work well with others and to help achieve objectives.  **Leadership –** Acts to inspire others by clearly articulating and demonstrating the values and principles that underpin work. Holds a sense of pride in Gorta-Self Help Africa and has loyalty to the organisation. Supports others to achieve excellent results.  **Communicating and working with others –** Uses the most appropriate channel to share information with others both inside and outside Gorta-Self Help Africa; adapts the message to meet the communication needs of the audience.  **Delivering results –** Systematically develops plans towards achieving Gorta-Self Help Africa’s objectives and delivers on commitments; uses appropriate techniques to help achieve agreed objectives.  **Planning and decision-making –** Systematically develops plans towards achieving Gorta-Self Help Africa’s objectives and delivers on commitments; makes clear, informed and timely decisions appropriate to role, in the interests of Gorta-Self Help Africa and those we work with.  **Creativity and innovation –** Seeks out, develops and successfully implements new ideas that further the needs of Gorta- Self Help Africa and those we work with; builds on proven approaches and learns from ongoing work to improve it.  **Influence, advocacy and networking –** Engages with others inside and outside the organisation to promote the interests of Gorta-Self Help Africa and those we work with; gathers and shares a wider knowledge of issues relevant to Gorta-Self Help Africa’s work.  **Change** – Responds positively and constructively to change; manages or takes part in change processes in a way that is appropriate to role in the organisation. |

**Gorta-Self Help Africa is an equal opportunities employer.**