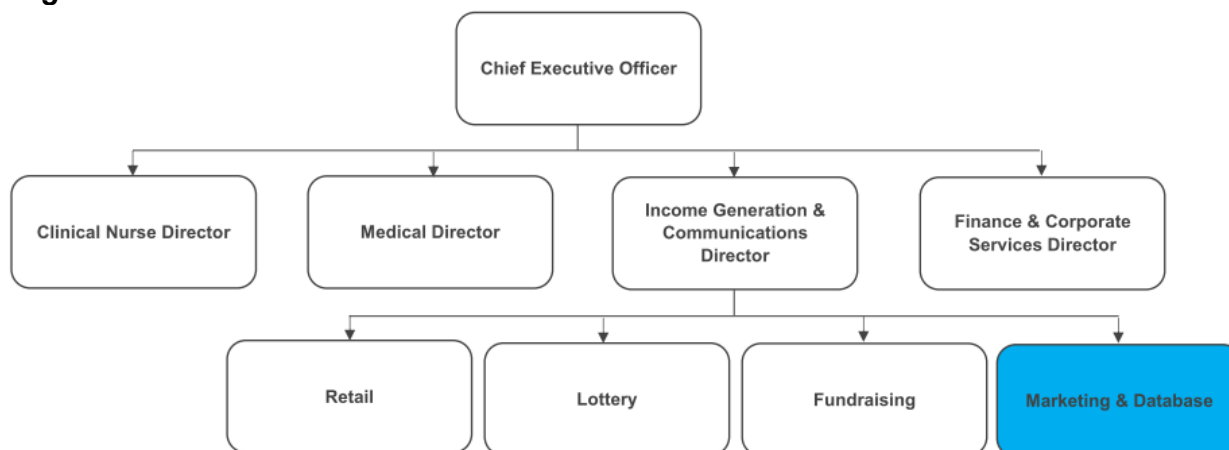


JOB DESCRIPTION

Job Title:	Fundraising Data & Direct Marketing Coordinator
Department:	Income Generation & Communications
Post Holder:	tbc
Grade:	Admin 3
Reports to:	Marketing & Database Manager
Direct Reports:	None
Responsible for:	Volunteers

Organisation Chart:



The duties and responsibilities of this post have been assessed as levels of competence required and reflect the skill and knowledge needed to satisfactorily perform the duties of the post.

Job Purpose:	<p>The role is responsible for coordinating the delivery of Bolton Hospice's direct marketing campaigns across a number of direct marketing channels to promote hospice services and support fundraising activities.</p> <p>This post is vital to the long-term income growth of the organisation, providing data insight to help recruit new individual supporters and increasing the engagement of existing supporters to maximise income generation and improve supporter retention.</p>
Key Working Relationships:	<p>Income Generation & Communications team</p> <p>Key Clinical / Other Hospice Staff</p> <p>Donors and Supporters</p> <p>Volunteers</p> <p>External Stakeholders</p>

Role Responsibilities:

- Coordinate the development and delivery of direct marketing activity for key fundraising and awareness activities, in conjunction with the relevant members of staff.
- Work closely with the fundraising team to develop the supporter stewardship programme to maximise income generation activities and improve supporter retention.
- Lead on data analysis and segmentation.
- Manage supporter records on Donorflex & monitor all users within the hospice, ensuring that their permissions are relevant and specific to their role and that all data entry is compliant and accurate.
- Provide Donorflex support and training to all colleagues as required.
- Provide regular support and insight to colleagues in the use of data, championing the use of data to inform and improve our marketing and fundraising activities.
- Attend team meetings, working groups and any other relevant campaign meetings to provide data insight for campaigns across fundraising areas.
- Analyse all fundraising activities as required, presenting data for review and reporting purposes and providing recommendations for future activities.
- Coordinate the development of our email marketing channel and SMS direct marketing campaigns, developing communication journeys for key supporters segments.
- Work with the Marketing & Database Manager and Marketing & Communications Coordinator to implement the hospice's digital marketing & integrated communications strategy in line with current priorities and strategic objectives.
- Develop excellent internal relationships to ensure accurate and effective direct marketing of all relevant elements of the organisation.
- Ensure compliance with our Data Protection Legislation Policy, Privacy Policy, Data Quality Policy and Ethical Fundraising Policy and Procedure.
- Ensure all activities are compliant with Fundraising Regulation, General Data Protection Regulation and Institute of Fundraising best practice.
- Provide cover for the Fundraising Administrator during periods of planned and unplanned absence, as required.
- Ensure that marketing activity is cost-effective and that related costs are minimised.
- Be proactive in keeping up to date with ideas and best practice from across the sector, including through networks with other marketers from hospices and other charities.
- Work within agreed hospice policies, procedures and guidelines.
- Work as an integral part of the team, being sensitive to the needs of the whole team and supportive of other team members.
- Participate in an annual appraisal and undertake training to maintain and develop knowledge and skills as required.
- Any other duties as deemed necessary by the Marketing & Database Manager or Director of Income Generation & Communications.

General Responsibilities:

Health and Safety

All employees have a duty to take reasonable care to avoid injury to themselves or to others and to co-operate with Bolton Hospice.

Confidentiality

All information relating to patients, patients' families, staff, volunteers, supporters and suppliers gained through your employment with Bolton Hospice is confidential. Disclosure to any unauthorised person is a serious disciplinary offence.

Infection Control

Prevent spread of infection. Comply with policies and procedures for correct disposal of waste, sharps and soiled linen.

Training

Managers are required to take responsibility for their own and their staff's development. All employees have a duty to attend training as required by the Hospice.

Safeguarding Vulnerable People (Children and Adults)

All employees have a responsibility to protect and safeguard vulnerable people (children and adults). They must be aware of child and adult protection procedures and who to contact within the Hospice for further advice. All employees are required to attend safeguarding awareness training and to undertake additional training appropriate to their role.

Disclosure & Barring Service Check

This post is subject to a Disclosure & Barring Service check.

Valuing Equality and Diversity

All hospice staff should carry out their duties in accordance with the values and principles of our Equality and Diversity strategy. It is the responsibility of all employees to support the hospice commitment to do all we can to ensure we do not exclude, alienate or discriminate in any way and to promote a positive attitude to equality and diversity in adherence to our Equality and Diversity policy.

The range of duties and responsibilities outlined above are indicative only and are intended to give a broad flavour of the range and type of duties that will be allocated. They are subject to modification in the light of changing service demands and the development requirements of the post holder.

This job description is an outline of the main responsibilities. It will be subject to periodic review and amendment.

Employee Name:			
Employee Signature:		Date:	

Manager Name:			
Manager Signature:		Date:	

PERSON SPECIFICATION

Job Title:	Fundraising Data & Direct Marketing Coordinator
Department:	Income Generation & Communications
Grade:	Admin 3

The person specification sets out the qualifications, experience, skills, knowledge and personal attributes which the post holder requires to perform the job to a satisfactory level.

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
QUALIFICATIONS	Educated to degree level or with equivalent experience.	Marketing / Data qualification.	Application Form
EXPERIENCE	<p>Previous experience of working within a marketing or data insight role.</p> <p>Experience of delivering direct marketing campaigns.</p> <p>Experience analysing data sets & using segmentation methods.</p>	<p>Experience of managing database & providing data insight to inform direct mail campaigns.</p> <p>Experience of using technology creatively to maximize income opportunities.</p> <p>Charity/not-for-profit marketing experience.</p> <p>Experience of using Donorflex database.</p> <p>Experience of using email marketing & SMS software.</p>	<p>Application Form</p> <p>Interview</p>
SKILLS	<p>Excellent data analysis & Excel skills.</p> <p>Excellent organisational skills and attention to detail.</p> <p>Excellent interpersonal and relationship-building skills.</p>	Good oral and written communications skills.	<p>Application Form</p> <p>Interview</p>
KNOWLEDGE	<p>Knowledge of database / CRM system operation.</p> <p>Highly computer literate.</p> <p>Knowledge of GDPR & relevant codes of conduct and legislation related to marketing.</p>	<p>Knowledge of Google Analytics & Adwords</p> <p>Good understanding of digital marketing channels such as social media and online advertising.</p>	<p>Application Form</p> <p>Interview</p>
PERSONAL ATTRIBUTES	<p>Self-motivated and able to use initiative.</p> <p>Able to plan, manage and prioritise own workload & work on a number of projects simultaneously.</p> <p>Able to work under pressure and to deadlines.</p> <p>Strong teamwork ethic.</p> <p>A commitment to the vision and values of Bolton Hospice.</p>	<p>Commitment to continuous professional development.</p> <p>Flexible approach to work to be able to fulfil the requirements of the post.</p>	<p>Application Form</p> <p>Interview</p>