

END HUNGER >>> GROW FARMING
FARM AFRICA

JOB DESCRIPTION AND PERSONAL SPECIFICATION

JOB TITLE: Senior Direct Marketing Officer

REPORTS TO: Direct Marketing Manager

STAFF REPORTING TO POSTHOLDER: None

LOCATION: London with occasional overseas travel

DURATION & HOURS: Permanent, full time

PURPOSE OF THE ROLE

To deliver Farm Africa's Regular Giving and Nursery programmes.

Support the delivery of Farm Africa's donor development programme and donor recruitment campaigns.

The job holder will also play a key role in planning and delivering digital marketing activities, provide a cohesive link between the Direct Marketing and Supporter Services teams, and assist the Head of Direct Marketing with the management of Farm Africa USA.

KEY TASKS AND RESPONSIBILITIES

1. Day to day management of Farm Africa's dialogue fundraising campaigns

- Set up and deliver dialogue recruitment campaigns
- Manage relationships with dialogue fundraising agencies, ensuring that day to day issues are dealt with in a timely way and escalated when appropriate
- Work closely with Supporter Services team to ensure donor data is processed correctly and supporter journey is consistent
- Monitor expenditure and income against budget
- Attrition analysis and assisting with forecasting future income and expenditure
- Manage Farm Africa's PFRA membership

2. Day to day management of Farm Africa's regular giving product (Sponsor a Farmers' Group)

- Plan and deliver donor updates from supporters' chosen farmers' groups
- Liaise with project teams and communications staff in Africa to plan updates and source content
- Write updates and provide comprehensive artwork brief to publications team
- Prepare data files and manage print and production of offline updates
- Build emails, prepare data files and send out online updates
- Manage Sponsor a Farmers' Group web pages and ensure that all content is added in a timely manner

3. Manage nursery programme and assist with delivery of the cold direct marketing campaigns

- Manage planning and delivery of nursery programme – including data selection and segmentation, analysing results and making recommendations for improvements

- Monitor nursery appeal income and expenditure against budget, and assisting with forecasting for annual budgets
- Assist with the delivery of a broad spectrum of donor recruitment campaigns including direct mail, door drops, inserts and telephone
- Create and upload online content to the Farm Africa website that supports offline donor recruitment campaigns
- Keep abreast of sector developments and highlight appropriate donor recruitment tools to the Head of Direct Marketing
- Work directly with the Supporter Services team to plan effective and efficient gift processing and thanking of donors

4. Assist with the delivery of Farm Africa's warm mailing and donor development programmes

- To be responsible for the delivery of agreed direct marketing appeals in consultation with the Head of Direct Marketing and/or the Direct Marketing Manager
- Assist with gathering resources, preparing key briefs and reviewing concepts for direct marketing appeals to existing donors
- Manage the circulation and review of copy, artwork, telephone scripts and other direct marketing communications amongst UK and overseas staff ensuring that appropriate feedback is accurately collated and acted upon
- Build excellent working relationships with external suppliers including direct marketing agencies and printers and ensure that Farm Africa receives a quality service that represents good value for money
- Produce data selection briefs and prepare complex data files for mailing
- Work with the rest of the Direct Marketing team to ensure that direct marketing appeals are delivered on time and to budget
- Create and upload online content to the Farm Africa website that supports offline donor development campaigns
- Prepare appeal results spreadsheets and ensure that they are updated on a regular basis

5. Work with the rest of the Direct Marketing team and wider organisation to plan and deliver a cohesive direct marketing programme and supporter journey

- Research and identify digital marketing opportunities and assist with the delivery of digital marketing campaigns as required
- Work with the Supporter Services team to ensure the accurate and prompt processing of donations and coding of income, including providing support and cover when required
- Assist with the development and production of direct mail appeals for the Community and Events Fundraising team
- Work with the Communications team in order to deliver a cohesive online message across all digital communication channels
- Co-ordinate the timely sign-off and payment of direct marketing invoices and monitor expenditure against budget

6. Assist the Head of Direct Marketing with managing Farm Africa USA (Farm Africa's US subsidiary)

- Co-ordinate the logging of donations and thank you communications for US donors
- Create online and offline fundraising and communications for a US audience
- Identify and deliver fundraising opportunities in the USA
- Form good working relationships with members of the US board, and remotely attend board meetings as required

Authority: The Senior Direct Marketing Officer is not a budget holder or Farm Africa signatory although they will be responsible for managing specific budget lines.

PERSON SPECIFICATION

<i>Essential</i>	<i>Desirable</i>
Education, qualifications & other knowledge	
Educated to degree level or equivalent	Academic or practical marketing qualification
Good understanding of Gift Aid, fundraising and data protection legislation and requirements	
Experience	
Working within a busy direct marketing or individual giving team	Working within an overseas development charity
Developing offline direct marketing appeals including co-ordinating feedback regarding copy and artwork to external agencies	Managing the delivery of direct mail appeals including producing appeal budgets and analysing results against budget
Writing copy for use in direct marketing communications	
Managing agency relationships	Managing relationships with dialogue fundraising agencies
Writing data selection briefs and preparing data files for mailing	Previous experience of using Raiser's Edge
Producing print specs and reviewing print proofs	Managing print and production processes including writing laser production briefs
Good working knowledge of digital marketing techniques	Using website CMS systems and delivering email marketing campaigns
Skills & abilities	
Ability to assess the accuracy of copy and artwork, with strong attention to detail	
A good eye for design and creative flair	
Excellent written and verbal communication skills and the ability to share information in an appropriate and timely way	
Strong numerical skills and the ability to use Excel to effectively collate and analyse data	
Exceptional organisational skills and the ability to plan and prioritise work to achieve objectives whilst maintaining quality and meeting deadlines	
Ability to work as part of a cohesive team, build and maintain positive relationships and contribute to a positive team spirit	
Attitudes	
Sensitivity to, and willingness to develop an understanding of development issues	
Proactive and flexible 'can do' attitude	
Extremely organised	
Willingness to understand and give priority to the requirements of partners including colleagues, donors, suppliers and beneficiaries	
Calm under pressure	

Values

Farm Africa seeks to employ those who believe, as we do, that **farmers can and will play a key role in achieving long-term rural prosperity in Africa** and who seek to deliver on those beliefs by:

- **being experts in our field**, delivering insightful/impactful evidence-based solutions
- **pushing boundaries**, being creative with new and old solutions
- **acting for the long term**, building relationships and delivering long-lasting change for farmers
- **working flexibly**, taking advantage of the most effective solutions, whether from the communities, private sector or government
- **sharing knowledge with others**, reaching more farmers than we do alone, ensuring effective technologies are widely accessed.