

## **ACTION MEDICAL RESEARCH**

### **JOB DESCRIPTION**

<b>Job Title:</b>	Direct Marketing Officer (Individual Giving)
<b>Department:</b>	Fundraising
<b>Reporting to:</b>	Direct Marketing Manager (Individual Giving)
<b>Location:</b>	Home-based with occasional travel to events and meetings throughout the UK
<b>Hours:</b>	Part-time (25 hours per week)

#### **Job Purpose:**

To support the delivery of Action Medical Research's Individual Giving programme by managing elements of multi-channel donor recruitment and retention campaigns across regular giving, weekly lottery, superdraw, payroll giving, and cash appeals. The role focuses on coordinating campaign activity, sourcing engaging content, and delivering compelling communications to enhance the supporter experience and improve lifetime value, while contributing to post-campaign analysis to inform future activity.

#### **Main Tasks:**

- Support the planning, delivery and monitoring of individual giving campaigns including weekly lottery, superdraw, payroll giving, and cash appeal programmes.
- Assist with forecasting and monitoring campaign performance to ensure activity remains on track to meet agreed targets and KPIs.
- Coordinate with face-to-face fundraising agencies to manage materials, stock levels, weekly reporting, and complaint resolution processes.
- Liaise with suppliers on campaign logistics, including data selections, print production, and fulfilment scheduling.
- Work with the Direct Marketing Manager, who specialises in supporter engagement, to deliver automated supporter journeys (e.g., welcome and cancellation journeys) and enhance retention across channels.
- Write and brief engaging campaign content, working with the communications and design teams to produce impactful creative for print and digital.
- Work with the communications and research teams to source stories about families and research projects to feature in campaigns and appeals.

- Source and archive content from weekly lottery and superdraw winners for use in supporter communications and fundraising materials.
- Schedule, build and send email campaigns using email marketing platform, DotDigital.
- Support postal appeals with accompanying digital content such web page development with donation function, as well as emails and social media prompts.
- Assist in preparing reports on campaign performance and contribute to insight and recommendations for future activity.
- Support the team with coordination tasks including invoice processing, campaign documentation and circulation of reporting dashboards.

**General:**

- Maintain an up-to-date knowledge of Action Medical Research, including our funding principles and current research projects.
- Stay informed of developments in charity law, gambling regulation, and fundraising best practice, engaging in professional development where appropriate and ensuring compliance with relevant legislation and regulatory codes.
- Be an active and engaged member of the Fundraising team, offering ideas, feedback, and recommendations to enhance team effectiveness.
- Attend team and organisation-wide meetings as required.
- Keep the Individual Giving Manager informed of activities and any arising issues.
- Undertake any other duties as required by the Fundraising Director.

*This job description reflects the requirements of the role at the time of writing. It may be subject to future changes following discussion and agreement.*

## **PERSONAL SPECIFICATION**

### **Skills/Attributes:**

- Strong attention to detail with excellent organisational and time management skills.
- Creative thinker with strong written and verbal communication skills.
- Analytical and confident using data to review performance and make recommendations.
- Proactive and positive attitude with the ability to manage competing priorities.
- Team player with a collaborative mindset and willingness to learn.

### **Knowledge**

- Understanding of marketing and/or fundraising principles.
- Familiarity with face-to-face acquisition campaigns and donor development strategies.
- Working knowledge of CRM systems and digital marketing tools (e.g., DotDigital, social media platforms, CMS).
- Awareness of fundraising and marketing codes and regulations, as well as an understanding of Data Protection law (GDPR and PECR) and gambling legislation.

### **Education, training & qualifications**

- Educated to degree level or equivalent (desirable)
- Marketing or fundraising qualification (desirable)

### **Experience**

- Experience working on fundraising or marketing campaigns (voluntary or paid).
- Working with external suppliers or agencies to coordinate delivery of services or products.

- Some experience of writing or editing marketing copy for digital or print channels.
- Experience using data or reports to inform decisions (e.g., campaign tracking or evaluation).

**Special Conditions:**

- Be willing and able to work outside of your normal working hours on occasion, with national travel, to attend fundraiser training days.
- Able to travel for organisation wide and team meetings.

*(Travel expenses and reasonable time off in Lieu will be claimable).*