

Job Title:	Direct Marketing Manager (Acquisition)	Job Band:	3
Reporting to:	Head of Individual Giving	Team	Individual and Legacy Giving
Directorate	Fundraising		
Direct Reports:	2		

Job Summary

Taking a leading role as part of the Individual Giving management team, you play an important part in helping to achieve a step change in the growth of the net voluntary income of St John. The role will work closely across Individual Giving and the wider Fundraising Directorate to develop an evolving supporter acquisition strategy that will aim to recruit new supporters with a focus on digital. The role needs to focus on managing the implementation of the strategy including using insight and data to develop, implement, manage, monitor and evaluate campaigns across a range of channels, with a cutting edge and contemporary approach whilst staying current with the continuously changing legislation and support climate. Responsibilities include working with agencies and suppliers to project manage the full cycle of direct marketing campaigns.

Key Responsibilities

- Oversee the supporter acquisition programme, taking responsibility for outstanding donor recruitment with the highest standard of quality and compliance and ensuring a diverse programme mix; ensuring they are in market on time, on budget and on brand.
- Develop an annual plan of acquisition activity; monitoring and analysing all campaign results, with ongoing test and learn mechanisms in place to drive continuous improvement and making recommendations for future activity to effectively maximise income and ROI
- Working collaboratively with key fundraising and data teams; lead the development and continuous improvement of new supporter product development
- Strong agency relationship management across a variety of partners and suppliers, from building relationships and negotiating to contract and routine performance reviews
- Lead on all KPI tracking, trend analysis and interrogation of results at all levels; including programme optimisation to ensure targets are met and contingency planning as required.
- Work closely with key colleagues across individual giving and in other directorates to ensure they are involved in relevant aspects of acquisition activity
- Work with and support other key fundraising teams to develop an innovation strategy which formalises the long-term goal of ensuring growth in income and delivery of new products to market
- Detailed reporting geared towards a longer-term view of performance; covering long-term & ROI modelling, lifetime value, etc.
- Prepare and manage the direct marketing acquisition income and expenditure budgets, producing financial reports, monitoring income, preparing forecasts and accounting for variations in income and expenditure.
- Build external relationships that will ensure St John remains relevant in understanding the needs & motivations of supporters, as well as ensuring processes are legal and support the Fundraising Regulator.
- Implement a performance management culture in line with St John policies, including making sure that 1-1s, performance and development reviews and team meetings take place regularly and with recorded outcomes and actions
- Ensure that all work matches our organisational strategy and is carried out in accordance to St John's HEART values Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder

Important things you need to know about this job

Enter specific requirements here – e.g., Must be able to work a 42-hour work week or work at weekends or travel nationally on a frequent basis. Anything that you think it is important that the candidate knows.

- Keep up to date with contemporary fundraising techniques and marketing developments
- Be willing to travel as and when needed to meet with clients and attend meetings in other St John venues

Our Values and Commitment to Equality, Diversity and Inclusion

- Our Values spell HEART which stands for Humanity, Excellence, Accountability, Responsiveness and Teamwork.
- Everyone who works at St John needs to be familiar with the HEART values and exemplify them.
- We are committed to being an organisation that is inclusive and welcoming of individual differences while championing equality of treatment and opportunity.

Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
Education and Qualifications		
Educated to GCSE level or equivalent (Grade C / 4) including Maths & English, minimum 5	✓	
Fundraising qualification or equivalent		✓
Experience		
Significant experience in a third sector direct marketing role	✓	
Track record in managing effective digital campaigns on a national or regional basis	✓	
Experience of using fundraising databases e.g. Raiser's Edge, Microsoft Dynamics or similar	✓	
Extensive experience of using a variety of fundraising channels including digital, email, social media, direct mail, telemarketing and SMS.	✓	
Proven experience of leading with external suppliers, consultants, managing relationships and attainment of goals against budget	✓	
Experience of leading a revenue generating team, including generation of six figure acquisition income	✓	
Experience of delivering successful new products to market and experience in creating and delivering digital engagement strategies	✓	
Experience of work in the health sector		✓
Skills, knowledge and abilities		
A commitment to professional standards and able to apply industry best practice and regulation to all aspects of the role	✓	
Creative, innovative with strategic analysis skills – able to assess opportunities, understand impact and make informed decisions	✓	
Extensive knowledge of usability testing, user research methods and conversion rate optimisation	✓	
Advanced knowledge of digital and social media monitoring and analytics tools (e.g Google analytics) and generating actionable insights	✓	
Proven ability to build, manage and develop relationships, both internally and externally	✓	
Excellent IT skills, including an understanding of MS Office key programs	✓	
Excellent knowledge of fundraising methodology (or similar marketing experience in a commercial context)	✓	
Ability to work under pressure, meet deadlines and be solution focused	✓	
Considerable understanding of activities and developments in the non-profit sector		✓
DBS Requirement		
Does the role require a DBS check to be carried out to be successful for the role		
<i>If 'Yes' what level of DBS check is required for the role? Is it Basic/Enhanced Standard</i>	✓	
<i>*please refer to the additional information page in reference for hiring manager guidance on DBS checks</i>		

**Not all required experience, skills, knowledge and abilities should be essential.
Be realistic about having some that are desirable to help with the selection process.**

Essential skills, knowledge and abilities – all Managers

- Role model a values-driven approach
- Demonstrate a compassionate and emotionally intelligent leadership style
- Be open to feedback and the learning that comes from it
- Be prepared to take action when poor behaviour is observed

- Be able to use MS Office products at intermediate level

Essential skills, knowledge and abilities – all Employees

- Be willing and able to exemplify the HEART values

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.	
Initials: [Your Initials] EMPR	Date of preparation: [Date of prep]21.03.25
Job Approved Date: [Date approved by Job Approval Panel]	Version: (x of y) [Iteration of Job Description]
Ref: JDPS / Directorate / Team / Job Title /yy	