

act:onaid Job Description and Person Specification

Job Title:	Supporter Recruitment Manager		
Reports to:	Head of Recruitment & Engagement		
Grade/Salary:	5: £34,175 - £40,205	Date Reviewed:	March 2011
Location:	London, UK		
Direct Reports:	Temporary Supporter Recruitment Officer		
CRB Required:	NA	UK work visa required	YES
Key Contacts / Relationships	<p>External: Direct Marketing agencies; Media Agencies; Telemarketing Agencies; Individual supporters/prospects</p> <p>Internal: Head of Supporter Marketing; Head of Recruitment and Engagement and Team; MMP Team; Data and Insight Team; Supporter Care Team; Country Programme staff; Authorisation signatories; Communications Team and Policy and Campaigns team. Lead contact with external Digital Agency</p>		
Job Role			
Role Overview:	<p>To develop the strategy for, manage and implement ongoing National Integrated Child Sponsorship Recruitment campaign/s. This is a key role to drive recruitment of new supporters for ActionAid UK by establishing fully integrated media campaigns where all key touch points support the message.</p>		
Key Responsibilities:	<p>The key deliverables of this role are:</p> <ul style="list-style-type: none"> • Drive the strategy and development of ActionAid's Child Sponsorship recruitment ongoing integrated campaign/s • Be the key point of contact for ActionAid's media, creative and telemarketing agencies and ensure the agency work is delivered to brief, on time and within agreed budgets. Ensure that all recruitment communications delivered adhere to AAUK brand guidelines and best promote the essence of AAUK and its mission. Ensure all agencies work together as a team and provide collaborative solutions to ensure integrated solutions are provided. • Work within the ActionAid Project Framework as the Project Manager reporting to the Project Sponsor (Head of Recruitment & Engagement). Working across many internal stakeholders (including the Director of Fundraising, Head of Multi Media Production) across many internal teams. • Investigate ActionAid's target audience motivations and preferences to provide insight for strategy development of the campaign, working with media agencies and research agencies where required. • Ensure close integration of digital activity within this campaign, liaising with the digital agency and the Digital Recruitment Manager. • Work with internal and external parties to set up sound monitoring of performance. Monitor the performance of the CS National Recruitment campaign/s and provide monthly reports (and ad hoc when requested) to the 		

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	<p>Head of Recruitment and Engagement and other internal stakeholders.</p> <ul style="list-style-type: none"> • Contribute to the development of and manage the output of annual and three year recruitment plans • Develop detailed budgets for owned areas of activity, and review regularly to ensure they are against the target plan. Reforecast budgets as appropriate • Work with the Retention and Development team to ensure the Supporter Journey is seamless in the first year (and beyond) of the relationship. • Adhere to agreed internal authorisation processes with key teams across the organisation – in-line with Project Clarity. • Adhere to ActionAid’s procurement guidelines. • Ensure that communications and relationships between Supporter Care and Recruitment and Engagement team staff are at all times excellent and effective; to take a lead in arranging and participating in briefing Chard-based staff, especially those in a front-line information role. • To undertake other key activities deemed necessary by Head of Recruitment and Engagement marketing
Person Specification	
<p>Skills, Knowledge and Experience Required:</p>	<p>Required</p> <ul style="list-style-type: none"> • Solid experience in project management for integrated marketing campaigns • Experience of development of strategies for integrated marketing campaigns • Experience of developing multi-media campaigns, including DRTV, Inserts, Press, Doordrops, Direct Mail, Digital, OOH and Telemarketing • Minimum 5 years experience in Direct Marketing • Knowledge of current Media/new media booking and planning best practice and prices • Experience of leading and day-to-day management of media agencies, creative agencies, and telemarketing agencies (in and out bound) • Experience of day-to-day management of printers, mailing houses • Knowledge of relational databases, word-processing and spreadsheet packages • Ability to organise effective schedules, co-ordinating multiple external and internal resources • Ability to work to deadlines, under pressure, on own initiative • Excellent verbal and written communication • Creative, innovative, motivated by pushing the boundaries • Robust, confident, ‘can-do’ attitude that thrives on challenges and calm under pressure

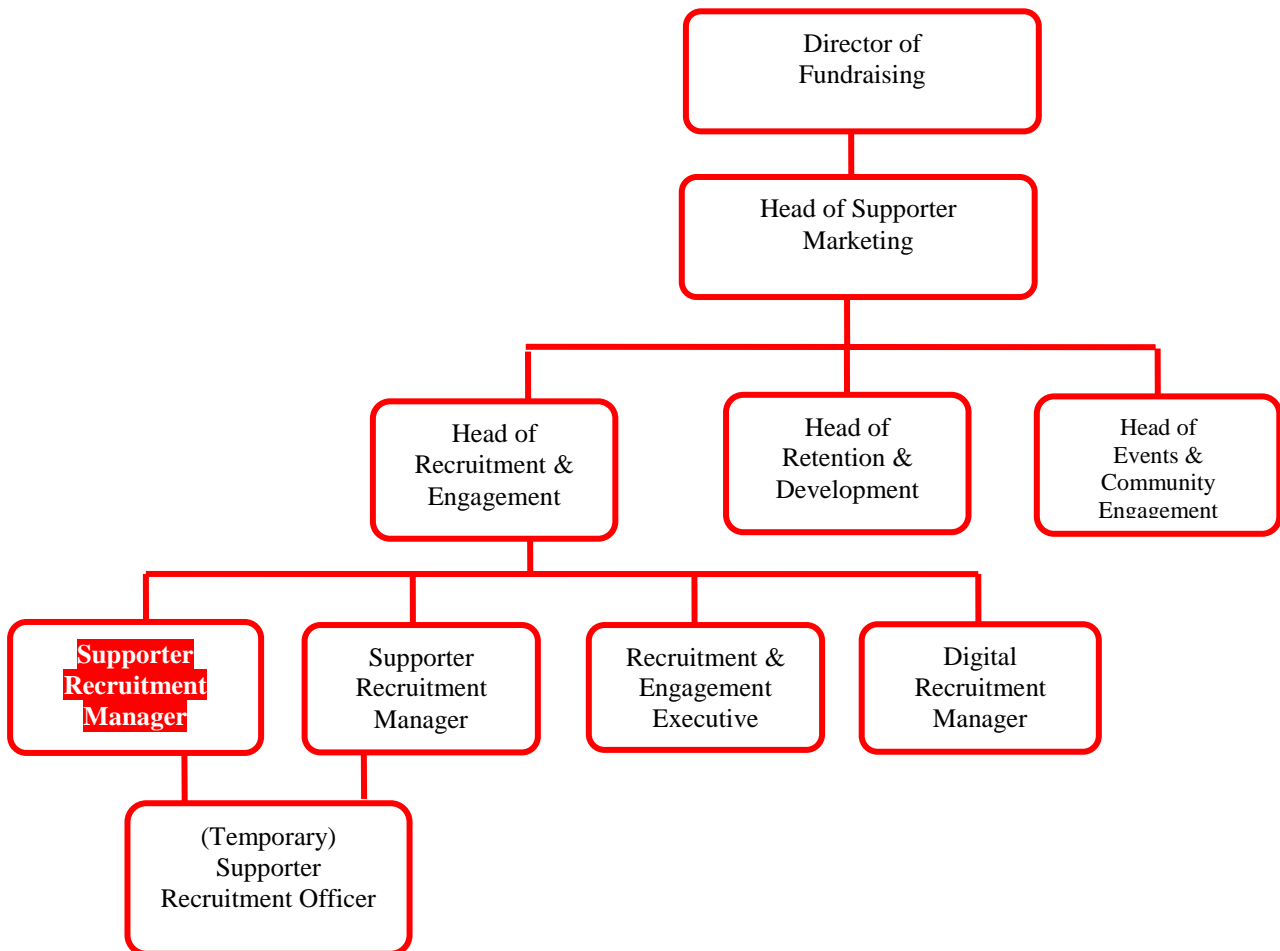
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- Knowledge of current Supporter Recruitment and Development best practice
- Experience of commissioning and managing market research projects and effectively interpreting and applying the findings
- Experience of devising and implementing segmentation, targeting and positioning strategies
- Experience of monitoring, reporting and forecasting against plans and budgets
- Adept in use of MS Office, particularly Excel and Word.
- Ability to build strong relationships, based on mutual respect and trust, and ensure that the relationships thrive under pressure

Advantageous

- A professional qualification in Fundraising or Marketing such as the IDM certificate or other relevant qualification.
- Experience of working for a not for profit organisation and/or an overseas development organisation

Organisational Structure



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Role Competencies		
Competency	What it looks like	Level Required
Action	The desire to accept ownership and accountability, whilst getting things done well and meeting challenging goals	2
Planning	The ability to think ahead and decide on courses of action, ensuring that the resources required to implement the action will be available, and scheduling work required to achieve an end result	2
Innovation	The ability to originate, introduce and be open to, new practices, concepts, ideas and change and to continuously improve	2
Communication	The ability to get our points across clearly, both orally and in writing, to ensure we get our key messages across in the right way	2
Collaboration	The ability to work co-operatively and flexibly with others, both within and outside the organisation, demonstrating an understanding of effective team working and partnerships	2
Leadership & Management	The capacity to inspire others to give of their best to achieve a desired result, whilst maintaining effective relationships with individuals and teams as a whole and allocating resources	2