

Job Title:	Fundraising Direct Marketing Coordinator
Accountable to:	Supporter Development Manager
Conditions:	
Hours of work:	35 hours a week (9am to 5pm with 1 hour unpaid lunch break)
Base:	The Foundry, 17 Oval Way, Vauxhall, London, SE11 5RR
Salary:	£28,000 per annum or pro rata
Contract:	Fixed term contract
Annual Leave:	22 days per annum (pro rata)

Purpose of Role: To coordinate campaigns, appeals and other supporter communications, using fundraising direct marketing best practice, in order to maximise the Church Urban Fund's fundraising income for all areas of individual and church giving.

- Principle responsibilities include:**
1. Maintain and increase the Church Urban Fund's active donor base through the acquisition of new donors, and the generation of legacy, regular giving and major donor leads.
 2. Plan, implement and integrate direct marketing activities via mail, email and digital platforms to retain, steward and upgrade existing donors.
 3. Accurately monitor, analyse and report on each direct marketing campaign's performance and outcomes.
 4. Accurately track expenditure so that all activities launch on time and within budget.
 5. Assist with the preparation and maintenance of the operational plan for the individual and churches programmes.
 6. Contribute actively to strategy development, planning and other team activities where appropriate.
 7. Ensure each direct marketing activity is briefed into the wider team, including key messages and relevant FAQs.
 8. Work closely with other key fundraising streams and Church Urban Fund staff to ensure donor focus, coordination and integration of direct marketing activities.
 9. Contribute to the continuous improvement of excellent donor service and processes across the Church Urban Fund.
 10. Act as the first escalation point for complaints or important enquiries relating to fundraising.
 11. Liaise with external and internal suppliers to maximise performance, reconcile invoices and maintain core KPIs.
 12. Provide support to the Church Urban Fund communications team by crafting copy for email campaigns, the website, social media and other core fundraising channels.
 13. Work with the Fundraising Assistant to plan and implement donor engagement activities and events.
 14. Source case studies and stories to develop strong fundraising propositions for direct marketing activities, maintaining strong consent

processes.

15. Help to build and maintain strong relationships with Operations to ensure their commitment and support of fundraising activities.
16. Maintain and improve GDPR and Fundraising Regulation compliance across the Church Urban Fund, and adhere to internal policies and procedures at all times.
21. Other duties as required:
Actively participates in department activities
Contributes to team environment
Attends professional development activities and training as approved
Willing to support colleagues and carry out other tasks to ensure the efficient and effective running of the department

Person Specification – Fundraising Direct Marketing Coordinator

The person appointed would be expected to demonstrate the following essential skills and characteristics and some of the desirable qualities:

Essential Skills, Experience and Characteristics

- Demonstration of strong fundraising knowledge and experience, with proven success in delivering direct marketing fundraising programs
- Strong communication skills with a proven track record of creating and fostering mutually successful partnerships
- Exceptional project management proficiencies with demonstrated time management skills and ability to prioritise effectively
- Experience in and ability to demonstrate leadership in the continuous improvement of customer service/donor relations
- Strong quantitative and analytical skills
- Experience in budgeting and financial modelling
- Sound knowledge of fundraising legislation, practices and philosophy of charitable giving
- Sound knowledge of databases, preferably Salesforce
- Excellent communication, collaboration and negotiation skills
- Enthusiasm and drive for fundraising for a great cause
- Ability to communicate clearly in writing and on the telephone, with the ability to relate sensitively to a range of people
- Ability to work creatively and professionally within a small team
- Flexible, proactive and positive attitude
- Enthusiasm for learning new things and developing a career in the third sector

Desirable Skills, Experience and Characteristics

- Experience working in a fundraising or non-profit environment
- Experience of a wide range of communication methods including direct marketing and social media
- Knowledge of legacy fundraising
- An interest in social action and community-led development

Qualifications

- Bachelor's Degree or equivalent education or experience in communications, marketing or fundraising

To apply, please send/email an up to date CV and covering letter outlining your relevant skills and experience, relating to the listed responsibilities and person specification to:

HR Manager

Church Urban Fund, The Foundry, 17 Oval Way, Vauxhall, London, SE11 5RR

Email: hr@cuf.org.uk

Church Urban Fund is an equal opportunity employer and values diversity

Closing date: 24 February 2021