

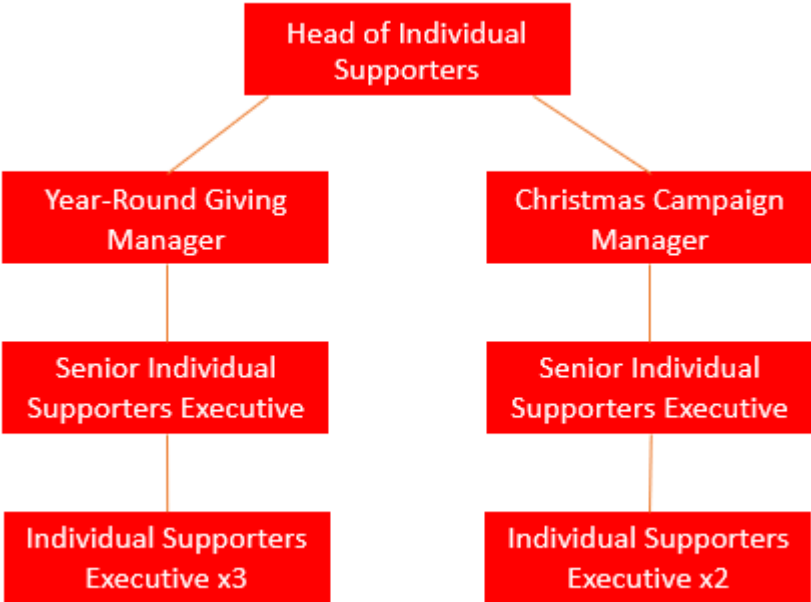
Individual Supporters Executive x3, London, December 2021 – Job Pack

**Job title:** Individual Supporters Executive x3  
**Department:** Fundraising  
**Reporting to:** Senior Individual Supporters Executive  
**Salary:** £41,122 per annum  
**Hours:** 35 per week  
**Location:** Based in London/ Hybrid working (required to work from the office for a minimum of one day a week/ twice a fortnight).  
**Contract type:** Permanent

**Aim and influence**

- As part of an expanding team, to develop and deliver inspiring, innovative and cost-effective direct marketing campaigns, informed by insight, to achieve increasing levels of net income from supporters through a planned programme of donor acquisition, retention and development activities
- Contribute to the analysis of the results and impact of all direct marketing activity.

**Organisational chart**



*Please note structure is subject to change*

### Job responsibilities

- Deliver direct marketing campaigns autonomously or as part of an integrated approach across fundraising. This includes overseeing copy development and managing the production of integrated channel appeals, across digital, direct mail and telemarketing
- Support the Senior Individual Supporters Executive with the implementation of the Individual Supporter team's strategy in relation to acquiring and retaining individual giving supporters.
- Monitor and analyse campaign results, with a particular focus on audience-led insight, and with ongoing test and learn mechanisms in place to drive continuous improvement and making recommendations for future activity.
- Work closely with the Data Selections Team and the Business Insight Team, to ensure accurate and timely monitoring and analysis of campaign performance.
- Manage Crisis' relationship with key suppliers and agencies and ensure the delivery of inspiring, original and creative work.
- Monitor the quality of all aspects of service and ensure appeals are cost-effective, within budget, and on schedule.
- Manage campaign budgets, monitor and evaluate results and financial performance against set targets. Providing associated narratives.
- Liaise effectively with other Crisis teams (e.g. Communications/ Services departments) to ensure adherence to technical accuracy and consistency of message in all direct marketing work.

### Additional Accountabilities

- Keep abreast of developments in the fundraising and direct marketing sector to ensure appeals adhere to Data Protection law and comply with relevant legislation and industry codes of practice.
- Maintain links with other Direct Marketing counterparts within the sector and to stay current with latest developments and regulations relating to direct marketing and donor development activities.
- Work effectively with the Marketing and Communications team to ensure that all campaigns are on-brand and align with Crisis Frameworks messaging.

### General responsibilities

- To develop and maintain an understanding of the charity's work and the needs and circumstances of people experiencing homelessness
- To comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work Act

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- To carry out any other duties that may reasonably be required in the light of the main purpose of the job.

### Person Specification

#### Essential

1. Experience of working in direct marketing, ideally within a fundraising environment
2. Experience of managing external suppliers/agencies
3. Experience of project management
4. Experience of digital marketing techniques
5. Knowledge of print production and mailing techniques
6. Good written and verbal communication skills
7. Experience of developing/ editing creative copy with excellent attention to detail
8. Excellent organisational skills and ability to manage multiple tasks
9. Creative, lateral thinker
10. Good understanding of donor and customer care
11. Ability to work as part of a team and on own initiative
12. Experience of using CRM database for direct marketing purposes
13. Understanding of and sympathy with Crisis' mission and strategy and a commitment to Crisis' purpose and values including equality and social inclusion.
14. Passionate about ending homelessness

#### Desirable

1. Good working knowledge of Raiser's Edge

*We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.*

## Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

**The person specification requires a qualification or experience that I do not have. Is it still worth me applying?**

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

**Can I apply by sending my CV?**

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

**What should I do if I can't complete an online application?**

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

**How can I maximise my chance of being shortlisted?**

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

**Please note!** If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

**How quickly will I know if I have been shortlisted?**

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Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

### If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

### Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

### Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

### I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

## Crisis Jobs Online

### I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

### I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

### Where can I get help?

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If your query has not been answered above, you can contact the Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) for support.