



**Royal Star
& Garter**

Care with courage



Direct Marketing Assistant (12-month FTC) Candidate information pack





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Welcome

We have the privilege of ensuring that the veterans and families we care for and support can lead happy and fulfilled lives. We now run four care Homes and have also launched new services reaching out into the community, including Day Care, Lunch Clubs and a free to access Telephone Friendship Service.

We are looking for someone committed to making a difference to our work and interested in developing a career in fundraising to join us in the role of **Direct Marketing Assistant**. While we would like the person to possess the key skills outlined within the JD, we are comfortable if those come from working outside of the charity sector - we are committed to supporting learning and development in the role. This person must be passionate about delivering professional and successful direct marketing campaigns and donor stewardship programmes. You should have the ability to communicate effectively and have an eye for detail to ensure the delivery of the campaigns is accurate and as efficient as possible. You must also demonstrate the ability to work across multiple campaigns simultaneously.

We are looking for someone who shares our values and can demonstrate them through the quality of their work. We operate a hybrid model, and while some of the role can be home-based, regular visits to our Twickenham office and occasional attendance at our Homes is expected. This will help to deepen understanding of our work, provide direct support to fundraising initiatives and foster strong internal working relationships.

If this sounds like the role for you, then we look forward to receiving your application. Thank you for your interest.

Caley Eldred
Director of Supporter Engagement

The role at a glance

Title: Direct Marketing Assistant

Location: Hybrid working with attendance at Twickenham office

Reports to: Direct Marketing Officer

Hours: 21 hours per week (12 months FTC)

Salary: £16,500



Job description

Purpose of the role

1. To support the DM Officer in the day to day management of multiple IG campaigns, ensuring the delivery is on time and within the budget set.
2. To be the day to day contact for internal and external agencies and stakeholders throughout campaigns.
3. To help collate and effectively maintain all details surrounding each IG campaign to effectively allow analysis and reports on each one.
4. To support the DM Officer in time bound projects as and when necessary.

Campaign Management

- To be the first contact for campaigns, responsible for the day to day delivery of appeals and help carry out evaluation
- To support the DM Officer to ensure all IG campaign activities are carried out on time, within budgets, and to agreed standards.
- To work effectively with external suppliers, creative agencies, printers and fulfilment houses to ensure the deadlines are adhered to
- To help ensure all campaigns are effectively recorded to allow for detailed analysis for future campaigns.

Communications

- To support the DM Officer in establishing excellent and appropriate written and verbal communications, including proof reading and copy amends where needed.
- To work effectively and collaboratively across all departments (under the supervision of the DM Officer) and other related staff to ensure effective and consistent communications
- To co-ordinate working with the Marketing and Communications team – ensuring they are briefed on IG activities and that IG campaign creative and content are within brand guidelines and all stakeholders have seen and approved

To apply

Send your CV and a covering letter (no more than two sides) outlining how you meet the person specification to:
centralservices.jobs@starandgarter.org

Please include any paid or voluntary experience that you think might be relevant and ensure that you tell us what you will bring to the role.

Job description - continued

Administration

- Ensure all activity in each campaign is recorded effectively to ensure the DM Officer can provide monthly reporting against targets to the IG Manager
- Provide support to the DM Officer to help run the campaigns effectively, and to the agree budget
- Ensure timelines are managed and met for each campaign successfully and within goals.
- Ensure all stakeholders have seen and approved final copy of all campaigns.

Other:

- To ensure that the records (where necessary) within the CRM system are kept up to date and accurately
- To be conversant with relevant fundraising legislation and the guidelines of the GC, CiOF and GDPR, making sure any new information is fed into the IG team.
- To promote & deliver the highest standards of care, respect and support to residents, colleagues and others
- To undertake other duties as may be required and which are consistent with the nature of this role.



Person specification

Knowledge and experience:

- A knowledge of how direct marketing campaigns work, the details within each campaign that need to be met and monitored to ensure a successful mailing.
- Working with the DM Officer, external and internal stakeholders, suppliers and other agencies to delivery direct marketing campaigns effectively and on time
- How to plan, schedule, allocate and monitor multiple campaigns efficiently
- How to monitor and ensure the budgets set for each activity are within agreed limits

Skills:

- Strong communication skills including written (and email) and on the phone
- Excellent attention to detail with a good eye for copywriting and proofreading skills
- Good general IT skills including Word & Excel and some CRM experience required
- Ability to work under pressure, meeting tight deadlines and working on multiple campaigns
- Good relationship building skills and an ability to work across teams creating strong internal networks

Personal characteristics should include:

- A consultative approach to solving problems
- Able to plan, organise and schedule activities effectively
- A positive upbeat attitude
- Effective team player
- Role model our values in all aspects of work

For an informal conversation on the role please contact ajla.dizdarevic@starandgarter.org

Conditions of employment

Any offer of employment made will be subject to the following conditions:

- Satisfactory references from two referees including one from your current or most recent employer
- A pre-employment medical screening
- Enhanced DBS Disclosure
- Proof of the Right to Work in the UK

We reserve the right to update and amend your job description to ensure it accurately reflects the role.

Offer



Although we are a charity, we offer a generous package

- Salary of £16,500
- 21 hours per week
- 25 days holiday per annum plus bank holidays
- Employer Pension Contribution of 7.5% with matching Employee contribution of 5%
- Life insurance of 3 x salary (until age 70)
- Ten weeks full occupational sick pay, one month half pay before statutory sick pay
- Access to appropriate professional bodies and payment of relevant membership fees after six months of employment
- Learning and development – opportunities to support you in your role

About us



Our mission

Royal Star & Garter was founded in 1916 to care for the severely injured young men returning from the battlegrounds of the First World War. Today, our mission is to provide outstanding care and support that recognises the needs of veterans and their families.

Our care

We provide care, support and friendship for those who have had the courage to serve so that they can live well. We deliver that through high quality Homes, a range of services in the local community, by driving innovative practice and by setting the standards for others to follow. We offer:

- Nursing care
- Dementia care
- Short-break/respice care
- End of life care
- Day care
- Lunch Clubs
- Telephone Friendship Service

Our values



With love



We carry out our work with love, care and compassion.

Living positively



We are optimistic in everything we do, supporting veterans and their families in leading happy, fulfilled lives.

As a family



We work and live as one team, one family, one community.

Standing in their shoes



We show admiration and respect for people and never forget what they have done.

Take courage



We are not afraid to do what is right and what is needed.