

Job Description – Direct Marketing Executive

March 2025

JOB TITLE	Direct Marketing Executive
WORK BASE	Aid to the Church in Need (ACN), UK National Office
RESPONSIBLE TO	Head of Marketing
COORDINATING WITH	Fundraising & Marketing team Data Manager Senior Administrator Manager of Operations Scotland Head of Community Outreach Head of Finance Head of Press & Public Affairs International Communications and Fundraising teams

MAIN PURPOSE

Providing key support to the Head of Marketing, this post works closely with the Fundraising & Marketing Team, Finance Team and other Heads of Department in driving up income from Individual Giving and in support of objectives set out in ACN UK's overall Strategic Plan.

The Direct Marketing Executive will focus on agreed aspects of the fundraising and marketing strategy, which contribute to effective fundraising and ACN's core aim of providing more aid to the Church in need around the world.

RESPONSIBLE FOR

Key areas of responsibility for the Direct Marketing Executive include but are not limited to:

Direct Mail

- Provide extensive support to the Head of Marketing in the conception, content creation, production and analysis of the annual direct mail appeals against agreed financial and non-financial targets.
- Key support in producing content for Acquisition, Retention, Reactivation and Conversion campaigns and other activities. As well as running the administration of the mailing process including invoices and stock management.

Marketing Activities

- Support for the management and delivery of direct mail appeals in line with planned targets, ensuring deadlines are met and opportunities for learning are maximized.
- Keeping up to date with data processes and liaising with the Data Manager to deliver accurate data selections, as required.
- Briefing and day to day liaison of external agencies, including overseeing copy and artwork development through to final print and despatch.
- Record and update the direct mail results using the charity's Raisers Edge database, which feeds into the Quarterly Board Papers and other Marketing Reports.
- Responsibility for Direct Marketing invoice administration.
- Coordinating with other internal teams, particularly the Press & Public Affairs, to deliver impactful direct mail appeals.



ACN

- Providing written and online briefings to explain upcoming mailing packs and marketing materials to key stakeholders.
- Support the marketing department in building and maintaining a strong brand for ACN, with clear, consistent key messages and visual identity across all departments.
- Assist with ideas and creation of video content for the direct mail appeals and any other marketing activities.

PLANNING

- Contribute to the planning and implementation of the direct mail appeals, taking responsibility for parts of the programme.
- Review and analyse direct mail results and use that analysis to inform direct mail planning and decision making.
- Take the lead in planning and sourcing appropriate case studies and images for the Christmas Gifts of Faith campaign.
- Work with the Senior Digital Marketing Executive to plan the online appeal page and ensure that it covers all the key elements of direct mail appeals.

Deputising

The Direct Marketing Executive will deputise for the Head of Marketing, as required, covering all aspects of the mailing and campaign programme.

PERSON SPECIFICATION

Technical Competencies:

- Demonstrable relevant marketing experience.
- Copywriting experience – demonstrating brevity and clarity.
- Excellent verbal and written communication skills.
- Experience of working with designers and an understanding of print and production processes
- An eye for design and detail.
- Experience of working with Raisers Edge database or other marketing databases is desirable
- IT literate: Microsoft Office suite essential, especially Excel.

Personal / Interpersonal Competencies:

- Creative and practical.
- Strong writing skills with aptitude for writing sales and marketing copy.
- Strong organisational skills – able to prioritise and willing to “own” distinct areas of work.
- A self-starter, able to work both independently and as part of a team.
- Tenacity, persistence and flexibility.
- Willing to learn and to undertake online and offline training.
- Ability to work well under pressure.

Strategic Competencies:

- Motivated by the cause supported by Aid to the Church in Need, with a good understanding of the Catholic Church.
- Ideally experience of or an interest in the charity sector.
- A good understanding of marketing principles.