

TERMS OF REFERENCE

POSITION:	Direct Marketing Specialist
DEPARTMENT:	Marketing & Communication
PLACE OF WORK:	Save the Children Italia (Roma) with travels where required
LINE MANAGER/REFERENT:	Direct Marketing Senior Officer
MANAGEMENT RESPONSABILITY:	no
BUDGET HOLDER:	yes
CONTRACT TYPE:	Contratto a Progetto
PERIOD:	One year
SALARY (INDICATIVE)	Gross Salary in a range of Euro 23.000 and 27.000 according to the level of expertise and skills

INTRODUCTION SAVE THE CHILDREN ITALIA

Save the Children Italia (SC Italia) was created as an ONLUS in 1998 and is now a prominent member of Save the Children International. Save the Children International is the world's leading, independent movement for children, with 28 Member organizations operating programmes in over 120 countries around the world.

Save the Children works for:

- A world which respects and values each child
- A world which listens to children and learns
- A world where all children have hope and opportunity.

Save the Children fights for children's rights. We deliver immediate and lasting improvements to children's lives worldwide.

Emergency relief runs alongside long-term development and prevention work to help children, their families and communities to be self-sufficient. We learn from the reality of children's lives and campaign for solutions to the problems they face. We gain expertise through our projects around the world and use that knowledge to educate and advise others. The basis of our work is the United Nations Convention for the Rights of the Child (CRC).

To finance our work we depend on the support of the general public, volunteers, the corporate sector, governments and international donor agencies. Save the Children has aggressive growth plans, in order to generate additional funding for our vital work.

JOB PURPOSE

The Individual Donors Department generate an income derived from:

- Large-scale recruitment of new supporters from a diverse range of media: cold lists, press advertising, face to face recruitment on the streets and television.
- A structured retention and development plan of one-off donors.
- Large base of committed donors.

- Segmentation and management of our supporter database allied to delivery of creative messages relevant to each segment of supporters or potential supporter is key to our success. The aim is to build satisfying supporter relationships and thus enhance the lifetime value of existing and new supporters.

As part of the Individual Donors team to be responsible of:

- To plan in coordination with the line manager and the Head of Individual Donors Department and to execute targeted communications to supporters, to develop/build relationships and achieve income and expenditure budgets.
- To manage one-off development DM campaigns from briefing and production to analysis and reporting. To ensure that the elements of a campaign, such as management of quotes, placing work, ensuring suppliers meet schedules, are carried out effectively and efficiently.
- To support the line manager in managing one-off recruitment campaign such as cold mailing and inserts.
- To develop with the digital unit colleagues a digital communication cycle for one off-donors.
- To manage in coordination with the line manager recruitment corporate mailing.
- To support Direct Marketing Senior Officer to carry out supporter research, supporter database segmentation and campaign analysis.
- To take an active role in supporter database development.

RESPONSABILITIES:

- In coordination with the Head of Individual Donors Department to plan direct marketing campaign with the aim of: recruiting new one-off supporters and developing long term relationships with existing supporters of Save the Children.
- To ensure these plans are carried out, with monitoring, control and feedback systems in place.
- To obtain and assess quotations from suppliers in terms of both price and ability to meet schedules for printing and mailing, etc.
- Set schedules for direct marketing campaigns. Make sure suppliers understand schedules – and keep to them. Visit suppliers such as printers to approve work-in-progress and resolve problems.
- Write up and produce spreadsheets of “results” for campaigns undertaken.
- Maintain and develop the existing library of direct marketing resources; trade cuttings, sample SC Italy mail packs, samples of other charity mail packs, copies of press ads and inserts, etc.
- To work closely within the Marketing team to develop the long-term strategies, which will allow the team to maximise its income for SC Italy .
- Respond flexibly to Save the Children’s Marketing need by taking on a variety of projects which will be allocated at the discretion of the Head of Individual Donors Department.

Maintaining Working Contacts

- Internal contacts
 - ✓ Direct marketing senior officer: line-management, support, supervision, assistance and exchange of information.
 - ✓ Head of Individual Donors Department: support, assistance and exchange of information.
 - ✓ Data Base Coordinator: exchange of information for analysis.
 - ✓ Fundraising Officer: exchange of information.
 - ✓ Supporter Services: Liaising on matters such as fulfilment of responses to direct marketing activities and dealing with problems and queries as they might arise, with associated database amendments.
 - ✓ Digital: exchange of information.
 - ✓ Regular giving unit: exchange of information.
 - ✓ Programme: sourcing and checking factual information.
 - ✓ Corporate and Communication: supporting in producing materials.
- Other contacts
 - ✓ Suppliers of direct marketing services at all levels. These range from small printing companies to large advertising agencies. Contact includes:
 - ✓ Writing brief and providing information
 - ✓ Getting and assessing quotations
 - ✓ Negotiating quotes
 - ✓ Progress-chasing work
 - ✓ Proof-reading

Others

- To work as a member of the SC Italia team to help ensure that the office functions in a cooperative manner.
- To carry out any other task as required by the Direct Marketing Senior Officer, the Head of Individual Donors Department, the Head of Marketing and Communication and the CEO.

EDUCATION, COMPUTER AND LANGUAGE SKILLS

- University degree in Economics, in Marketing, in Political Science, In Communication Science or related subject.
- Good IT literacy, including expertise in spreadsheet analysis, and experience in the use of software tools for complex analysis and reporting from large computer databases. Highly computer literate and confident with Outlook, Word, and Powerpoint, Excel and the Internet; and an interest in appropriate use of current information and communications technologies

- Written and verbal fluency in Italian and English is essential.

EXPERIENCE AND QUALIFICATION

- A minimum of 4 years experience of working as a direct marketing officer.
- Experience of managing direct marketing programmes from targeting and creative briefing to fulfilment execution.
- Experience of using database to generate repeatable customer orders or supporters donations.
- An excellent understanding of the application of direct marketing concepts in terms of using the database to recruit and develop satisfied supporters – thus building loyalty and commitment.
- Experience of database segmentation techniques and consumer direct marketing preferably in the non profit sector.
- Ability to set and monitor income and expenditure budgets.

SKILLS AND BEHAVIOURS (OUR VALUES IN PRACTISE):

Accountability:

- Holds self accountable for making decisions, managing resources efficiently, achieving results together with children and role modelling Save the Children values.
- Holds the team and partners accountable to deliver on their responsibilities – giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.
- Creates a managerial environment in-country to lead, enable and maintain our culture of child safeguarding.

Ambition:

- Sets ambitious and challenging goals for self and team, takes responsibility for own personal development and encourages team to do the same.
- Widely shares personal vision for Save the Children, engages and motivates others.
- Future oriented, thinks strategically and on a global scale.

Collaboration:

- Builds and maintains effective relationships, with own team, colleagues, members, donors and partners.
- Values diversity, sees it as a source of competitive strength.
- Approachable, good listener, easy to talk to.

Creativity:

- Develops and encourages new and innovative solutions.

- Willing to take disciplined risks.
- Proof-reading as required, to make sure copy is accurate.

Integrity:

- Honest, encourages openness and transparency.
- Always acts in the best interests of children.

PERSONAL SKILLS AND OTHERS:

- Demonstrable commitment to the vision, mission, values, principles, aims of Save the Children.
- Ability to prioritise tasks and work in respond to rapidly changing situations, such as during an international emergency fundraising campaign.
- Very good ability to manage suppliers.
- To work as a member of the SC Italia team to help ensure that the office functions in a cooperative manner.
- To carry out any other task as required by the line manager, the Individual Donors Head of Department, the Head of Marketing and Communication and the CEO.
- Very good organisational skills and the ability to work to tight deadlines.
- Enthusiasm and ability to work as part of a team.
- Ability to contribute to strategic thinking ad planning.
- Commitment to Save the Children's aims and objectives.
- Proactive attitude and capability to work under pressure.