

UNICEF AOTEAROA NZ

JOB DESCRIPTION

JOB TITLE

Direct Marketing Manager

PURPOSE

To develop and drive the direct marketing strategy and programme to achieve revenue targets and foster donor love and engagement. To be the champion of our donors with a focus on innovation to achieve business results

SPECIFIC DUTIES & RESPONSIBILITIES

Direct marketing acquisition and retention strategy

- o Develop and maintain a direct marketing strategy and implementation plan that: drives revenue; nurtures all donors through an end-to-end donor journey; fosters donor loyalty, engagement and retention; generates leads and converts to donors, upgrades and reactivates donors; and delivers integrated, on-brand content across multiple channels

- o Develop and implement operational plans to improve and grow the direct marketing programme through exploration of existing and potential opportunities

- o Ensure strategy and channel selection and mix is informed by a deep understanding of the market, associated audience segmentation and personas and our existing donors

- o Develop strong relationships with UNICEF global Marketing leads to understand global direction and capitalise on key learnings and best practice

Direct marketing campaign design and delivery

- o Oversee the design, development and implementation of direct marketing campaigns covering the whole donor journey (lead conversion, engagement, acquisition, retention and exit), ensuring these are delivered to time, scope and budget and achieve their objectives

- o Optimise UNICEF donation pages to increase conversion rate, maximise donor loyalty and grow donors' value

- o Oversee the creation and regular updating of appeals pages to keep information up to date and engaging

Lead generation programmes

- o Develop a lead generation strategy and marketing plan across multiple channels that identifies and nurtures donors leads to grow our potential donor base

- o Identify creative and innovative approaches to lead generation to introduce donor prospects to UNICEF in a way that compels them to opt-in to continued engagement with UNICEF Aotearoa

Technology and innovation

- o Champion the use of marketing automation and new technologies to improve results and efficiencies

- o Research evaluate, and build business cases around new marketing opportunities

- o Identify opportunities to improve marketing effectiveness through better audience segmentation, marketing techniques and processes

- o Develop data-driven strategies and identify the right technology stack to execute the best possible results

- o Use marketing automation tools and related technology integrations to achieve agreed KPIs

Community fundraising

- o Work with the key stakeholders to support and implement the community fundraising strategy

Telemarketing

- o In consultation with the Head of Individual Giving, support effective telemarketing campaigns for the purposes of upgrading existing, donors, reactivations, converting cash to pledge, and acquiring new donors from leads

Measurement and reporting

- o Compile detailed post campaign analysis to report on campaign success metrics, key learnings and challenges throughout campaigns

- o Monitor and report on specific KPIs in the area of direct and digital marketing and pledge acquisition

- o Prepare monthly analytic reports with recommendations for improvements according to results obtained

- o Conduct market research and competitor analysis to help inform practice strategy where appropriate

- o Analyse campaign results to generate insights, track ROI, recommend audience segmentation and make constructive recommendations to to optimise campaigns
- o Test for different strategies to pinpoint exactly which tactics are working
- Leadership and management
 - o Provide leadership that drives improvement, innovation and results
 - o Tautoko the organisation's bicultural journey and support staff members' engagement and participation
 - o Ensure adequate capacity building opportunities at individual and team level to achieve goals and maintain professional capabilities
 - o Track individual and team KPIs
 - o Foster and maintain staff engagement and motivation, as well as sound relationships within the team and across teams
 - o Conduct individual performance reviews

GENERAL DUTIES & RESPONSIBILITIES

- Be punctual and work the hours and times specified.
- Prioritise workload to ensure work of the greatest importance to the business is undertaken with urgency and to a high standard.
- Support and help develop a positive workplace culture.
- Demonstrate excellent interpersonal communication skills.
- Responsibly manage all business resources within accountability levels.
- Undertake all duties and responsibilities outlined in this job description and all other duties as required by the business.
- Comply with all employment obligations.
- Promptly undertake to complete all reasonable and lawful instructions and directions given.
- Serve the business in good faith, promoting and protecting the business's best interests.
- During work time, and such other times as may be reasonably required, dedicate all effort to the execution and fulfilment of the duties, responsibilities, obligations and instructions related to employment.
- Demonstrate through own actions a commitment to Health and Safety at work when undertaking work or observing others in the workplace.

SKILLS, EXPERIENCE & EDUCATION

Education

A tertiary level qualification in a related field e.g. Marketing or Communications

Experience required

- o 4+ years of digital direct marketing experience
- o Extensive experience in the development of creative direct marketing campaigns and customer journeys with proven results
- o Sound knowledge of integrated marketing especially digital and social
- o A strategic thinker with experience developing and implementing a direct marketing strategy
- o An advanced understanding and demonstrated working experience in marketing automation, segmentation, personalisation, and lead generation tactics
- o Experience using Hub Spot or similar email automation platforms
- o Sound data analytical skills with hands-on experience with forecasting, reporting, and analysis
- o Experience developing compelling messaging and consistent tone of voice across all direct channels
- o Creative and innovative with the ability to generate new ideas and approaches
- o A strong communicator and problem solver with an ability to influence and collaborate with a team to drive success

Preferred

- o Knowledge of fundraising techniques and strategies
- o Experience in the not-for-profit sector
- o Loyalty programme development and management

Personal attributes

- A strategic thinker with a passion for direct marketing
- Passionate about creative marketing and delivering outstanding work that is engaging and drives donor love across multiple channels
- A champion of innovation and technology
- Resilient; ability and experience in juggling competing priorities whilst still maintaining attention to detail and meeting deadlines.
- Excellent communication and strong leadership skills; encourage and nurture the team's passion and energy

- The ability to inspire and engage a wide range of donors, sponsors, and stakeholders.
- Friendly and approachable
- Driven and results focused
- Organised and self-motivated with a can-do attitude.
- Flexibility: willing to do a variety of adhoc tasks, willing to work flexible hours when required