

Job Description

Direct Marketing Manager, Retention



UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children - to save their lives; to defend their rights; to help them fulfil their potential. Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone. Entirely funded by voluntary donations, this vital work for children cannot happen without our supporters.

Job Title:	Direct Marketing Manager - Retention
Reporting To:	Senior Marketing Manager
Team:	Individual Giving
Location:	Hybrid – mostly from home
Contract:	Permanent
Salary:	55k – 60K depending on experience

Role Summary:

This is an exciting opportunity to join a high performing, fast-paced and best-in-class team who have delivered exceptional growth over the last number of years.

We are looking for an experienced and dynamic Direct Marketing Manager to help develop and deliver the retention strategy to inspire and retain UNICEF Ireland supporters.

The role has a keen focus on delivering regular giving and cash supporters' journeys across a full suite of fundraising channels such as direct mailing, telemarketing, emails, SMS that both engage donors and maximise lifetime value.

Reporting to the Senior Marketing Manager, the successful candidate will be someone who is results-focused, creative and proactive, with strong copywriting skills.

Key Responsibilities:

Strategy & Planning:

- Partner with the Retention Team and the Strategy Specialist to develop a comprehensive multi-channel donor retention strategy.
- Develop, implement and optimise robust donor journeys that effectively drive additional value from donors by cross-selling, upselling or increasing repeat giving.
- Develop and implement a tax campaign strategic plan to drive additional value from donors through Revenue Charitable Scheme.

- Collaborate effectively with cross-functional teams, including Acquisition, Digital, Legacy and Supporter Engagement, to align donor retention efforts and maximize impact.

Execution:

- Design, implement, and optimise donor journeys for both cash and monthly donors, utilising direct mailing, telemarketing and Salesforce Marketing Cloud's automation features to deliver personalised communications.
- Develop and execute a comprehensive multi-channel tax rebate campaign ensuring strategic alignment with overall retention objectives.
- Manage upgrades, reactivations, conversion and savings campaigns to increase donors' lifetime value.
- Develop and execute targeted direct mailing appeals as a key element of the engagement strategy to deepen relationships and drive repeat giving.
- Coordinate and execute cash and emergency appeals as needed to address urgent funding needs and support UNICEF's emergency response plan.
- Produce regular reports, using key metrics and KPIs as agreed with the line Manager and make recommendations to improve future activity and feed into longer-term strategic plans.
- Oversee the thank you process ensuring donors receive timely and proper acknowledgments.
- Manage the budget allocated for donor retention activities, ensuring resources are effectively allocated to support retention strategies and initiatives.

Skills and Experience:

Essential:

- Minimum 5 years' experience in fundraising or direct marketing with proven experience in direct mailing, email marketing and telemarketing.
- Demonstrated experience in delivering regular giving and cash donor journeys.
- Proven track record of crafting persuasive fundraising or direct response copy.
- Budgeting, forecasting, reporting and post-campaign analysis experience.
- Supplier management experience.
- Strong project management and problem-solving skills and ability to manage multi-channel campaigns end to end.
- Innovative and creative approach to work, with a strong ability to develop, test and implement new ideas.
- Excellent communication and interpersonal skills.
- Excellent attention to detail.
- Strong knowledge of GDPR, Charity Regulations and Dochas code of conduct.

Desirable:

- Working knowledge of Salesforce or Salesforce Marketing Cloud is an advantage.
- Experience fundraising during sudden onset emergencies or background in an agency environment.

Person Specification:

This role would best suit somebody who has the following attributes and approach to their work:

- Has a positive and can-do attitude.
- Excellent team player who is happy to support and assist other members of the team.
- Thrives in a collaborative environment and works for the greater good of the team.
- Passionate about saving and bettering the lives of children around the world.
- Out-of-the-box thinker who loves coming up with creative ideas to solve problems.
- Is never bored because they always think of more things to do, such as testing a new channel, developing a new proposition, improving an existing process, or engaging with a new audience.
- Loves working in a fast-paced and dynamic environment.
- Committed to UNICEF's mission and values to serve and support every child!

If you think this is the right role for you, we'd love to hear from you. Please email your cover letter and CV to laura@unicef.ie by September 3rd.

UNICEF Ireland is committed to adhering to the highest standards of child protection and child safeguarding. UNICEF reserves the right not to employ staff or engage volunteers or other representatives who are deemed to pose or potentially pose a risk to the protection of children, to the full extent permitted by law.

Additionally, all candidates must sign UNICEF Ireland's Child Protection Policy & Procedures before commencing employment, engaging as a volunteer, intern, consultant or representative of UNICEF Ireland.

Why fundraise for UNICEF Ireland?

UNICEF Ireland is in many ways a fundraiser's dream, not least because our team is empowered to deliver at pace, and we are given the space, freedom and autonomy to deliver some truly inspiring work.

Here are just some of the things the team has to say about working here:

"No two days are the same. The work is varied, interesting and engaging. And I love being part of this team. Everyone is super helpful!"

"I am really proud to work for UNICEF; which saves more children's lives than any other humanitarian organisation. It's really inspiring and rewarding to know that each day when I sit at my desk, I am contributing to the work of this organisation."

"I love the flexibility of working remotely from the comfort of my own home. Every day I have the opportunity to collaborate and learn from UNICEF colleagues all over the world."

"It's very exciting to work for UNICEF Ireland because we are growing so rapidly. There are lots of opportunities for me and the team to enhance our skills, learn, share and support each other."

"There's a real energy within the team to deliver the best work we can, and it's incredibly motivating and inspiring. That combined with how enabled and supported I am to deliver makes it very rewarding to work here."

"I have never worked in an organisation where senior management is so supportive. It's really such a special place to work."