

LOCAL HOSPICE LOTTERY LTD

JOB DESCRIPTION

JOB TITLE:	Campaigns & Accounts Manager
DEPARTMENT:	Marketing & Account Management
LOCATION:	Lottery Office, Felsted, Essex
RESPONSIBLE TO:	Head of Marketing & Account Management
ACCOUNTABLE TO:	Chief Executive Officer
RESPONSIBLE FOR:	Customer Experience Team Leader(s) and Account Managers

OVERALL PURPOSE OF JOB:

As Campaigns & Accounts Manager, you will have the fantastic opportunity to nurture and develop Local Hospice Lottery's ongoing relationships with its numerous hospice partners across the country and as such play a fundamental part in the business. Responsibilities will include; providing regular updates on account activities and KPIs vs budget, working with other team members to identify and flag any areas of improvement, planning and delivering a variety of effective marketing campaigns including direct mail, telephone and DRTV and managing relationships with external suppliers as appropriate.

A central part of this role will be to manage Local Hospice Lottery's Customer Experience Team and contribute to the organisation's customer experience strategy, helping to ensure excellent customer service is consistently achieved across a variety of different touch points.

To work in line with Local Hospice Lottery values which are to be Supportive, Fair, Professional and Ambitious, you will be expected to live the values of LHLL in all that you do. This will include demonstrating that you are supportive to all staff and customers, being fair in all interactions, always acting professionally and courteously whilst seeking to help LHLL achieve its ambitious plans alongside your own personal career ambitions.

MAIN RESPONSIBILITIES:

1. Liaise with internal departments and external suppliers to maintain a full overview and be fully informed of all elements relating to a hospice partner account.
2. Be a key contact for hospice partners, answering emails and messages, triaging queries and providing regular updates (including monthly and annual reports) to measure and report against budgeted KPIs.
3. Represent Local Hospice Lottery with the utmost professionalism at all times and reflect the Organisation's brand values in every element of your work.

4. Assist in developing and delivering a robust and diverse strategy for offline marketing activities including paid campaigns such as telephone, direct mail, television and radio and facilitate their successful delivery against set goals and budgets.
5. Brief, negotiate with, and manage external suppliers where necessary and exercise due diligence to ensure campaigns meet with all relevant compliance regulations, liaising with Local Hospice Lottery's own Compliance Team as appropriate
6. Take part in regular meetings (face to face and remotely) internally and with Local Hospice Lottery's numerous hospice partners to review performance against budget and determine effective marketing opportunities for forthcoming financial years.
7. Work with the Head of Marketing & Account Management to plan and deliver Local Hospice Lottery's annual offline marketing plans, via direct mail, telephone, DRTV, Radio and other advertising campaigns in line with budget expectations.
8. Ensure Local Hospice Lottery's brand identity and values, and the brand guidelines of its hospice partners, are applied correctly and consistently throughout all communications.
9. Proof read and undertake relevant checking procedures to ensure all aspects of a campaign are correct, compliant and meet with brand guidelines, prior to distribution.
10. Undertake detailed analysis and produce detailed reports on marketing activities as requested by the Head of Marketing & Account Management.
11. Help plan and put together annual partner conferences.
12. Assist in the planning and execution of appropriate surveys which aim to regularly measure the satisfaction of both the organisation's hospice partners and its lottery players and collate and present associated responses as requested.

MANAGEMENT RESPONSIBILITIES

1. Provide effective leadership and direction to the Account Management and Customer Experience teams.
2. Work with the Head of Marketing & Account Management to develop and implement an ongoing training programme that allows continual upskilling and development for staff members.
3. Performance management of Customer Experience Team Leader(s) and Account Managers, which includes holding and recording regular/monthly 1-2-1 meetings and annual appraisals.

OTHER RESPONSIBILITIES

1. Attend and play an effective part in team meetings and one-to-one sessions with the Head of Marketing & Account Management, as required.
2. Keep informed and review all statutory regulations and charity best practice in relation to marketing (specifically for lotteries) and be aware of legislation specific to charity

marketing such as GDPR 2018, (replacing The Data Protection Act 1998) and the Institute of Fundraising's Code of Fundraising Practice.

3. Undertake any other reasonable duties as required by the Head of Marketing & Account Management or Chief Executive Officer.

Notes:

- i) You will be expected to produce work to a high standard and promote quality at all times.
- ii) You will be expected to adhere to all Local Hospice Lottery policies and procedures, and are responsible for keeping up to date with policy changes, as and when they are communicated to you.
- iii) The post-holder will have access to confidential data on lottery players / supporters and staff of the charity. Failure to maintain confidentiality may lead to disciplinary action which could ultimately lead to dismissal.
- iv) You will be expected to participate in a staff appraisal scheme for yourself, and where applicable for staff you manage.
- v) If you are a member of a professional/regulatory body you will be required to abide by the relevant professional Code of Conduct as well as any other relevant codes of conduct.
- vi) Smoking or vaping is not permitted while on duty.
- vii) Employees must be prepared to work flexibly to meet the changing needs of the organisation.
- viii) The above job description does not purport to be an exhaustive list of duties and responsibilities. The post-holder will be expected to undertake additional duties as the requirements of the post change.

EQUAL OPPORTUNITIES

Local Hospice Lottery operates an Equal Opportunities Policy and expects staff to have a commitment to equal opportunity policies in relation to employment and service delivery.

CHANGES TO THIS JOB DESCRIPTION

You have the responsibility to discuss any job changes with your line manager at the time the change occurs and agree any permanent substantial change. You may be required to carry out other duties as reasonably required of you commensurate with your grade/level in the organisation.

Date of Job Description:

Review date:

Post-holder in receipt and agreement of job description:

Signature: _____ Name (please print): _____

Manager's Signature: _____ Name (please print): _____

PERSON SPECIFICATION – Campaigns & Account Manager

SELECTION CRITERIA	ESSENTIAL	DESIRABLE
EDUCATION AND QUALIFICATIONS		
GSCE or equivalent in English & Mathematics	✓	
Educated to 'A' Level, NVQ Level 3 or equivalent	✓	
Bachelor's degree in Marketing or related field OR demonstrable equivalent experience.	✓	
SKILLS AND EXPERIENCE		
Recent relevant experience within a marketing related team	✓	
Strong account management and customer service experience	✓	
Demonstrable experience of being involved in the planning and delivery of offline marketing campaigns (specifically including direct mail)	✓	
Previous experience of training & mentoring other staff members	✓	
Experienced in managing costs to deliver campaigns within set budgets	✓	
Ability to understand the target audience, adapt quickly and manage stakeholders	✓	
Data-driven and highly analytical	✓	
Ability to work on own initiative and manage multiple projects simultaneously	✓	
Strong copywriting skills and the ability to write professional and engaging content	✓	
Excellent oral and interpersonal communication skills and experience of working as part of an effective team	✓	
Experience of checking and correction of proofs, prioritising excellent attention to detail	✓	
Be able to demonstrate creativity and innovation	✓	
High level of IT skills including Microsoft Office packages	✓	
Confident and outgoing with an aptitude to develop and learn additional skills	✓	
Experience of line managing staff		✓
Understanding of Royal Mail postal services		✓
Knowledge and understanding of the hospice movement		✓
ADDITIONAL REQUIREMENTS/INFORMATION		
Ability and willingness to work flexibly and undertake duties outside normal office hours	✓	
A full driving licence and access to a reliable vehicle for work-related travel (expenses will be paid).	✓	
Ability and willingness to travel throughout Great Britain	✓	
Ability to demonstrate empathy with Local Hospice Lottery's Values.	✓	
Ability to drive and have access to a car for commuting to and from work – due to location of office	✓	
Ability and willingness to work at home as and when necessary	✓	