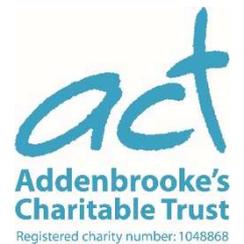


# Addenbrooke's Charitable Trust (ACT)



## JOB DESCRIPTION

<b>Job Title:</b>	<b>Direct Marketing Lead</b>
<b>Hours:</b>	<b>37.5 hours per week</b>
<b>Term:</b>	<b>Permanent</b>
<b>Reports to:</b>	<b>Head of Donor Care</b>
<b>Line management responsibility:</b>	<b>None</b>
<b>Salary:</b>	<b>On enquiry</b>

### a. Summary

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Addenbrooke's Charitable Trust (ACT) is the independent charity that raises money and makes grants to improve the experience of patients and their families at Addenbrooke's and the Rosie Hospitals in Cambridge. We invest in projects that enable the hospital to treat more patients, transform NHS care, drive innovation through technology, research and the latest equipment to speed up treatment and recovery - or simply to give patients a bit of normality with less fear and anxiety while they're in hospital.

As the Direct Marketing Lead you will be responsible for delivering a programme of direct response and supporter retention marketing, designed to inspire grateful patients and their loved ones to support Addenbrooke's Hospital. With over 750,000 people passing through the hospital each year, but only around 1% currently becoming supporters, the opportunity is significant. You'll play a key role in growing the number of grateful patients who become supporters, and helping us to maximise their lifetime values and retention. You will work with colleagues in the Donor Care and Communications teams to help create a truly great supporter experience through carefully designed, segmented and tested direct marketing activities. You'll work with the Head of Donor Care and the Data & Insight Lead to identify and analyse the information and trends needed to continually drive improvement and growth in our marketing activities, and you'll also work closely with our Communications Team to ensure that our marketing communications compliment and strengthen our brand, and that where appropriate our communications have acquisition marketing and supporter retention in mind. You will be playing a key role in helping the charity to meet it's growing ambitions and challenges and ensuring that it can continue to support a world class hospital delivering the very best patient care, research and treatment.

### b. Role

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- Work with colleagues in Donor Care, Communications and the Hospital Engagement Team to deliver a series of past patient mailings designed to engage and recruit grateful hospital patients as new supporters
- Deliver a programme of direct marketing appeals to existing supporters to generate significant income for ACT campaigns from cash and direct debit income



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- Use data analysis and audience segmentation to drive up response rates and gift values and ensure appeals are personal and appropriate to specific audiences, so that marketing activities are not only effective at raising money, but also deliver a quality donor experience
- Identify new ways of recruiting and engaging grateful patients as committed ACT supporters
- Develop a direct marketing strategy for ACT based on data analysis, organisational need and feedback from our supporters
- Work closely with ACT's Communications team to design and deliver materials, both electronic and printed, designed to increase supporter engagement and retention. As well as working closely with the Communications team on briefing agencies and suppliers to produce direct marketing materials
- Work with the colleagues in Donor Care and the Communications Team to ensure a joined up strategic approach to the full patient and supporter communications schedule, supporting colleagues who manage the relationships with ACT's audiences to ensure our materials are engaging and effective at building retention rates and lifetime values.

### General corporate requirements

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To ensure that all activities and performance contribute towards maintaining ACT's excellent reputation and brand values

To adhere at all times to ACT's policies and procedures as varied from time to time

Undertake not to reveal to any person or entity any confidential information relating to donors, patients and employees, policies, processes and dealings and not to make public statements relating to the affairs of ACT without prior authority of the Director of Fundraising or CEO

To ensure the effective and efficient use of ACT's resources

To ensure that all duties are carried out to the highest possible standard.

To be aware of individual responsibilities under the Health and Safety at Work Act (1974).

To respect the confidentiality of all matters learned in the course of employment and respect the requirements of current data protection legislation (including GDPR and PECR)).

To work in line with the Institute of Fundraising Code of Practice and other relevant legislation and guidance

To ensure due regard is given to customs, values and spiritual beliefs of supporters, patients, carers and their relatives.

To perform any other duties that may be required from time to time.

To participate in team meetings, planning and any corporate development activities and initiatives as may be identified from time to time.

To undertake any other reasonable task as may be identified as necessary by the senior management team from time to time.

*The job description outlines the duties required of this post to indicate the level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time which do not change the general character of the job or the level of responsibility outlined.*