

## **Person Specification – Direct Marketing Lead**

### **Essential Experience**

- Demonstrable experience of designing and delivering printed direct response marketing
- Experience of working with and managing third party agencies to deliver and produce direct marketing materials, including writing effective briefs

### **Desirable Experience**

- Experience of digital marketing
- Experience of fundraising within a charity or not-for-profit organisation
- Experience of fundraising or marketing within a hospital or health care organisation
- An understanding of the regulations and codes of conduct associated with fundraising and marketing
- Experience of using a CRM database

### **Essential Knowledge and Skills**

- An analytical thinker, with the ability to identify and analyse relevant data and information to inform direct marketing
- Excellent copy writing skills
- An excellent team player who can work across teams in a strategic way
- Fantastic communication skills and the ability to write compelling copy, write reports, or present information in an accessible, engaging way
- Able to work to multiple conflicting deadlines, and effectively manage a busy workload
- Someone who enjoys working in a busy, dynamic workplace
- An understanding of what makes people donate, and what influences people to continue giving, and how this can be applied across direct marketing