

## Senior Strategist – Campaigns & Propositions

<b>Job Level</b>	5	<b>Job Reference No:</b>	
		<b>Role review date:</b>	May 2024
<b>Directorate</b>	Marketing & Fundraising	<b>Function</b>	Acquisition, Engagement & Loyalty
<b>Service</b>	Marketing & Mass Fundraising	<b>Reports to:</b>	Head of Engagement & Loyalty with matrix management to Head of Acquisition

### Scale and scope of role

<b>Direct reports</b>	Up to 4	<b>Indirect reports</b>	Up to 7
<b>Budget responsibility/ accountability</b>	£250k	<b>Accountable for other resources</b>	N/A

### Context

We help anyone, anywhere in the UK and around the world, to get the support they need if crisis strikes: connecting human kindness with human crisis. We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them recover and move on with their lives. We are part of the Red Cross and Red Crescent global humanitarian network.

### Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

### Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness

### Purpose of the role

This role sits in our integrated marketing and fundraising directorate. The vision for the combined directorate is to develop ambitious and audience-focused engagement strategies, which span the full portfolio of BRC's activities from fundraising to social enterprise, volunteering, and operations. We will work together towards a single set of shared goals that enable us to prioritise and maximise opportunities and deliver annual net income growth of £30m p.a. by 2030 and increase the impact of all our marketing.

The purpose of this role is to bring creative leadership to our mass fundraising and drive the production of powerful creative that inspires tens of thousands of people to support the Red Cross. Working with colleagues across the directorate and the organisation, you will take our mass fundraising strategy, supporter insight and programme information to create fundraising propositions, develop creative territories and lead the development of inspiring creative briefs. You'll support and develop the skills of others in developing propositions and briefing better. And you'll play a key role, alongside colleagues across M&F, in identifying and executing opportunities for us to be reactive and relevant.

## Key responsibilities

### **Creative Leadership: Propositions, Territories and Creative Briefs**

- Work with colleagues in Strategic Funding, Ops, Mass Marketing & Fundraising to define creative approaches and the story we want to tell, in order to generate high impact fundraising need and impact stories and calls to action.
- Through your understanding of fundraising strategy and your ability to develop compelling creative propositions, you'll set the direction to enable our content and creative teams to fulfil briefs by delivering key assets as defined in campaign and project strategies and plans.
- Specifically translate plans into successful creative propositions which both secure internal buy-in for campaign strategies, and generate clear direction for briefing creative and content teams.
- Working closely with Marketing colleagues, prepare and sell-in joined-up creative territories; propositions, calls to action to cross-organisational teams and colleagues, inspiring creativity and innovative thinking whilst ensuring our creative approaches are firmly rooted in what will drive engagement and income success.
- Establish 'best practise' creative and copywriting standards and approach to proposition development.
- Maintain an overview of channel output to plan content that is aligned to our wide range of audiences and ensures a consistent experience for them.

### **Campaign Delivery**

- Working to brief, define creative direction for our fundraising campaigns and projects, working with colleagues and as part of cross-organisational multi-disciplinary project teams to develop strategies and plans.
- Development and delivery of our thematic planning across multiple channels and media to deliver against our supporter marketing and engagement strategy.
- Commission and oversee creative work and act as a key review stage to ensure high quality creative is achieved across mass fundraising, and that creative is produced in line with supporter insight.
- Manage and develop the working relationship with external Creative agencies, over the long term, to ensure the highest standard of creative is delivered to the best value for money.
- Measure and analyse the impact of content.

### **Cross-organisational Collaboration**

- Work alongside strategy & portfolio planning team and peers in contributing to the development and delivery of a top-level strategic plan and communications plan.
- Role model the spirit of collaboration and build constructive, mutually beneficial relationships with relevant teams in and out of the M&F directorate in co-developing outcome-based marketing activities.
- Be a champion of the customer, using user research, testing, insight and analysis to embed understanding of audience needs into everything we do.
- Have a test and learn mentality ensuring honesty and openness in mistakes but also ensuring that learnings are embedded in future planning and delivery.

### **Campaign Planning and Delivery**

- Work alongside peers in defining the marketing activities required to make the shared strategic plan and communications plan a reality.
- Ensure all campaigns and activities are strategically led, ensuring excellent priority audience understanding is embedded in all campaign development.
- Ensure all campaign metrics and performance ladders up to our shared measurement framework.
- Ensure learnings are built into onward campaign planning and delivery through accurate reporting.
- Act as a mentor to team members at all levels regarding your specialism.

### **Emergency Fundraising**

- In the event of an emergency, develop and implement activity to support the appeal to maximise emergency income across a range of media at very short notice.
- Support the delivery of Disasters Emergency Committee appeals.

### **Risk Management and Adherence to Standards**

- Ensure all activity is compliant with relevant legislation, regulation, codes of conduct, best practice and British Red Cross policies and procedures.

### **Leadership Behaviours**

- Authentic, consistent and honest leader.
- Actively listens and allows others to be heard.
- Adaptable to changing needs, pressures and opportunities.
- Empowers others based on their skills and expertise.
- Dynamic, inclusive, compassionate and courageous.

### **Team Leader**

- All team members understand their responsibilities and objectives.
- All resources involving staff are managed in accordance with BRC policies and procedures.
- All staff are kept informed of all relevant organisational plans and updates on development.
- Team ideas and comments are communicated and forwarded appropriately.

### **Team Member**

- Actively participates in all team meetings.
- Supports other team members.
- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamics).

The duties and responsibilities described are not comprehensive and additional tasks may be assigned from time to time that are in line with the level of the role.

**Pre-engagement checks**

**Criminal Records**

Type of criminal record checks required for this role:

<b>England and Wales – Disclosure and Barring Service (DBS)</b>
<ul style="list-style-type: none"> <li>• None</li> </ul>
<b>Scotland</b>
<ul style="list-style-type: none"> <li>• None</li> </ul>
<b>Northern Ireland</b>
<ul style="list-style-type: none"> <li>• None</li> </ul>

**Drivers Check - Required – No**

**Person Specification**

<b>Requirements</b>	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
<b>Knowledge and Skills</b>	<b>S</b>	<b>I</b>	<b>A</b>

<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Strong decision-making and problem-solving skills.</li> <li>• Strong collaboration and communication skills including the ability to tell compelling stories and influence decision makers.</li> <li>• Knowledge of core marketing and fundraising approaches.</li> <li>• Understanding of the different marketing acquisition and retention channels and methodologies (including direct and digital marketing).</li> <li>• Knowledge of audience insight, testing and segmentation methodologies and techniques.</li> <li>• Knowledge of the key charity and fundraising sector regulations and compliance requirements.</li> <li>• Story telling: Strong understanding of the attributes required to create compelling stories. Demonstrable experience of sourcing, gathering and writing story content that elicits a response.</li> <li>• Multi-channel fundraising content: Understanding of the different fundraising acquisition and retention channels and measurements (including digital). Excellent knowledge of the ways that content is best used, and measured, within different channels, including Digital.</li> <li>• Outstanding ability to write copy and judge creative executions within multi-channel Direct Marketing campaigns.</li> <li>• Insight: Knowledge of different audience insight, testing and segmentation techniques.</li> <li>• Highly innovative and creative thinker with an ability to critically appraise the ideas of others. In addition to have a highly developed eye for creative/copy.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Knowledge of Charity sector trends.</li> <li>• Understanding of Search Optimisation.</li> <li>• Working knowledge of the humanitarian sector.</li> <li>• An understanding of the application of technology to delivering great audience led approaches (eg. CRM, digital platforms and tools).</li> <li>• Knowledge of the key charity and fundraising sector regulations and compliance requirements (A)</li> </ul>			
<b>Experience</b>	<b>S</b>	<b>I</b>	<b>A</b>

<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Strong experience in cross-channel communications planning, and campaign planning, execution, and optimisation.</li> <li>• Strong experience in creative development including alignment to brand guidelines, tone of voice, and adaptation of assets to audience.</li> <li>• Strong experience of using data, insight, measurement, and testing to optimise performance.</li> <li>• Strong experience managing internal and external supplier relationships.</li> <li>• Creative development: experienced in creating storyboards for advert development, as well as working with creative agencies.</li> <li>• Agency relationship management: experience of managing a range of creative agency relationships.</li> <li>• Workshop/sprint planning and delivery: experienced at planning and delivering workshops for a range of senior and junior stakeholders.</li> <li>• Supporter/customer insight: experience of planning focus groups and other insight-led methodologies.</li> <li>• Stakeholder collaboration: Extensive experience in collaborating with a range of stakeholders of different levels.</li> <li>• Proposition development: understanding of how to develop propositions based on insight.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Agency copywriting experience for Direct Response across a range of channels/products</li> <li>• Experience of audience insight and segmentation principles and use of data and CRM systems to develop journeys.</li> </ul>			
<b>Additional requirements</b>			
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>- Ensures inclusive practice, challenges discrimination and promotes diversity in line with our <b>Equality, Diversity and Inclusion (EDI) policy</b>.</li> </ul>			
<b>Values in Action</b>			
<p><b>Dynamic</b></p> <ul style="list-style-type: none"> <li>- We move forward as one team.</li> <li>- Every day, we're adapting, innovating and learning.</li> <li>- When the unexpected happens, we are calm, quick and efficient.</li> <li>- We respond smartly, using clear processes and systems.</li> </ul>			
<p><b>Compassionate</b></p>			

<ul style="list-style-type: none"> <li>- We stand for kindness.</li> <li>- People come first, no matter who or where they are.</li> <li>- We have genuine, open-minded conversations.</li> <li>- Together, we're a united force for good.</li> </ul> <p><b>Inclusive</b></p> <ul style="list-style-type: none"> <li>- We are open to all.</li> <li>- We treat each other with dignity and respect.</li> <li>- Every person's uniqueness is valued, supported and celebrated.</li> <li>- Our individual backgrounds and experiences make our organisation stronger.</li> </ul> <p><b>Courageous</b></p> <ul style="list-style-type: none"> <li>- We are bold.</li> <li>- We show our strength by doing the right thing.</li> <li>- We aren't scared to test our creative ideas.</li> <li>- As humanitarians, we go the extra mile to help people in crisis</li> </ul>		
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.