

## **Job Information Pack**

# **Direct Marketing and Communications Officer**

**March 2019**

### **Contents**

1. Welcome letter from The Mulberry Centre Executive Director – Raj Athwal
2. About The Mulberry Centre
3. The role of Direct Marketing and Communications Officer – Role Description and Personal Requirements
4. Working hours, salary and benefits
5. Organisation chart
6. Timetable and how to apply

## **Welcome from Raj Athwal – Executive Director The Mulberry Centre**

Dear Candidate,

We are very pleased you are interested in applying for the position of Direct Marketing and Communications Officer at The Mulberry Centre. I hope you will find the information in this Candidate Brief useful and more generally, the content of our website:  
<https://www.themulberrycentre.co.uk/>

The Mulberry Centre (TMC) is an award-winning cancer information and support centre and an independent charity, based on the grounds of the West Middlesex University Hospital in Isleworth, West London. It has been open for over 17 years and has provided services and support to more than 15,000 people.

The Mulberry Centre plans to grow and diversify our income, particularly from unrestricted sources, to sustain and develop our work. We are recruiting a new part-time post of Direct Marketing and Communications Officer, which will be line managed by another new post of Fundraising and Communications Manager.

The post-holder will be responsible for fundraising from through one-to-many fundraising channels and audiences, and the scheduling, managing and delivery of all direct marketing (DM), and external communication and marketing activities for The Mulberry Centre

We are looking for an experienced and talented direct marketing/fundraiser/ communications professional. Candidates will have proven experience of planning, implementing and evaluating direct marketing and communications campaigns, with demonstrable knowledge of DM acquisition and development across a range of media channels. They will have a proven track record of paying close attention to detail and delivering high quality work with minimum supervision.

If you are interested in the work of The Mulberry Centre and have the relevant experience to perform this important role, we would very much like to hear from you. Please contact Catharine Langrish via email: [catharine.langrish@themulberrycentre.co.uk](mailto:catharine.langrish@themulberrycentre.co.uk) if you have any queries.

Raj Athwal  
Executive Director

## 2) About The Mulberry Centre

### History

The Mulberry Centre is the culmination of a series of events. Over twenty ago, the West Middlesex University Hospital NHS Trust launched its first major fundraising campaign under the heading of the Pulse Appeal. West London needed a cancer support service – somewhere for anyone affected by a diagnosis of cancer to visit for information, advice and support.



Visits were made to similar centres around the country to gain an understanding of the viability of the service and its ongoing funding needs and to stimulate ideas for the design of our purpose-built Centre. In the summer of 1999, the cancer care centre gained its name and visual branding – The Mulberry Centre Appeal was born. Fundraising continued, and building started in 2000. In 2001 the dream became a reality and the doors were opened for the first time.

After four years, The Mulberry Centre moved from being a subsidiary charity of the West Middlesex University Hospital Charitable Fund, to become a charity in its own right. On 1st August 2005, The Mulberry Centre became an independent charity, with its own Board of Trustees. This development allowed further scope for funding applications and an easier route for donations. Ties with the West Middlesex University Hospital continue to be strong, but the Centre gained strategic control over its future.

Today, The Mulberry Centre is a well-established resource in West London and has received many thousands of visits from both new and established users of the Centre for over 17 years.

### Mission

Our mission is to provide support and information for people affected by cancer who live in west and south west London, offering practical ways of enhancing physical, psychological and emotional well-being.

### Activities

Since 2001, The Mulberry Centre has grown and adapted its services to meet the needs of the people we aim to serve. As people are living longer with a cancer diagnosis, we recognise that their needs may change over time. It is not just the physical manifestation of the disease, but the emotional and practical impacts that we are able to respond to.

We aim to deliver a range of information and support services to all people affected by a diagnosis of cancer: to the cancer patient, the main carer, and those bereaved by cancer. Services include

complementary and relaxation therapies, ongoing one to one support on a drop-in basis, counselling sessions and support groups, plus a wide range of workshops.

The combination of information, support, self-management and relaxation helps people feel in control; it helps them to make the right decisions to manage the physical and mental trauma of a cancer diagnosis, treatment and recovery.

In addition, our outreach activities have been gaining momentum, forging links with a broad range of relevant health and community organisations and targeting and approaching sections of the community who have tended not to be active users of The Mulberry Centre. It is difficult to quantify the numbers who we reach in this way, but the recent 34% increase in service users can to a large extent be explained as a result of our outreach work.

Longstanding relationships with a wide range of health professionals, public bodies and voluntary organisations also help us to achieve and sustain our aims.

The services offered by TMC are briefly described below. Further details can be found on the TMC website.

- Information Service and Library
- Drop in support
- Counselling, Support Groups and Coaching
- Complementary Therapies
- Wellbeing classes
- Informative Workshops
- Creative and social activities
- Welfare rights and Benefits service
- Outreach in the community
- A peaceful space to relax and meet others, including within our own garden.

All the services are provided free of charge.

### **Recognitions and Awards**

Macmillan Cancer Support has been integral to our development, pump priming 2 current posts and funding our Outreach Officer until March 2013. In 2010 we were chosen as a beacon site for their Macmillan Environmental Quality Mark award for the excellence of our facilities; this was awarded again in 2012, 2015 and in November 2018. In 2014 The Mulberry Centre was named Hounslow Charity of the Year at the annual volunteer awards ceremony. In recent years, The Mulberry Centre has been the Charity of the Year of both the Mayor of Hounslow and the Mayor of Richmond upon Thames. We have also won the Hounslow Health Garden of Year Award twice.

### **How we are funded**

The costs of running The Mulberry Centre have to be met by the income that we manage to raise. Although a certain amount of funding is received under contract – principally Hounslow Council and CCG and Macmillan, we have needed to find the bulk of our funding from charitable donations and fundraising activities.

### **3) The Role of Direct Marketing and Communications Officer**

Reports to Fundraising and Communications Manager

#### **Background to the role**

The Mulberry Centre intends to grow and diversify our income, particularly from unrestricted sources, to sustain and develop our work. The Direct Marketing and Communications Officer is a new post.

You will be an experienced and talented direct marketing/fundraiser/ communications professional. Working closely with the Fundraising and Communications Manager and Executive Director, you will execute an integrated and effective strategy to deliver income growth and to raise our profile in the community.

You will take the overall responsibility for fundraising from through one-to-many fundraising channels and audiences, and the scheduling, managing and delivery of all direct marketing (DM), and external communication and marketing activities for The Mulberry Centre. Your line-manager will have specific responsibility for one-to-one relationship accounts. You will need to work together collaboratively to complement each other's area of work to deliver income growth, and increased profile and community support for The Mulberry Centre.

You will have proven experience of planning, implementing and evaluating direct marketing and communications campaigns, with demonstrable knowledge of DM acquisition and development across a range of media channels. You will have a proven track record of paying close attention to detail and delivering high quality work with minimum supervision.

#### **Overall purpose of role**

- To develop, deliver and monitor "one-to-many" fundraising plans (for individual regular giving, cash donations, challenge events promotion, digital, legacy and in memory promotion, TMC events) to raise income from existing and new individual supporters.
- To develop, deliver and monitor integrated communication activities for TMC (mailings, e-mailings, website, electronic newsletters and appeals, social media, media, PR etc).
- To manage and support office-based fundraising and communication volunteers.
- To be responsible for the delivery and promotion of agreed TMC events.

#### **Responsibilities**

##### **Fundraising / direct marketing**

1. Design, develop, write and deliver initiatives to recruit, develop and retain individual supporters, and increase income through legacies, in memory donations, cash, regular and digital giving, as well as challenge event income raised by supporters
2. Write and maintain an ongoing pipeline of thank you letters for all individual donors, ensuring that all gifts are responded to in a timely and appropriate manner
3. Develop engagement and stewardship plans for new and existing supporters, and to ensure that The Mulberry Centre is corresponding regularly with supporters

4. Plan, develop, promote and produce agreed TMC events for fundraising and/or profile raising, and oversee and support staff and volunteers involved
5. Identify individuals who need a 1:1 account management approach (HNWIs, legacy pledger, volunteer fundraiser, key influencer) by the Fundraising and Communications Manager
6. Manage reports on all income raised, maintain accurate and detailed income records and report and work with the Finance and Operations Manager to manage the database efficiently and effectively
7. Ensure there is an integrated fundraising “ask” across all platforms and media
8. Contribute to the development of an integrated fundraising and communications strategy
9. For new activity, research and present clear projections for spend and income
10. Implement tests with clear segmentation and testing matrices to ensure maximum learning and income from each campaign
11. Working with internal staff or external agencies (normally volunteers or pro bono companies) to research, develop and deliver new campaigns, messages or products
12. Develop and write creative plans, schedules and briefs which outline the audience, purpose, proposition and schedule for all DM and communication activities
13. Develop concepts, write or amend copy, and produce artwork (or commission pro bono expert volunteers to undertake with a clear brief) on time and to budget
14. Develop and follow the quality checking processes - coding and proofreading accurately letters and materials for individual fundraising initiatives
15. Design and run data selections for fundraising campaigns, including appeals and publications working closely with the Finance and Operations Manager
16. Monitor and analyse direct marketing campaign results, producing regular reports, drawing conclusions and making recommendations to improve future activity and feed into longer term strategic plans
17. Provide task-based supervision to volunteers with their role in thanking and database administration, or other fundraising activity
18. Ensure that the Finance and Operations Manager is fully briefed and allowed input into all processes, fundraising copy, ‘response mechanisms’ and, the designation or restriction of funds
19. Ensure that staff and volunteers are aware and up-to-speed with DM activity
20. Ensuring all materials produced are accurate and compliant with relevant data protection and gift aid legislation

#### **Communications**

21. Increase awareness of The Mulberry Centre as a resource in the local community
22. Develop and deliver the TMC’s communication strategy, both externally and internally at the Centre
23. Working closely with the Executive Director and Fundraising and Communications Manager, lead on internal and external publicity across a range of media
24. Working with the Cancer and Information Support Manager, identify and target groups who do not currently use TMC to promote access to our services through appropriate media channels

25. Ensure community development volunteers have up-to-date stock of leaflets, posters, digital TV screen content, promoting the TMC for display at GP surgeries and other community centres/amenities
26. Manage and oversee daily updates on our website – adding news items, events, downloadable resources
27. Input into and deliver the social media strategy to include Facebook, Twitter, LinkedIn, YouTube, flicker, Instagram etc
28. Identifying and write (or oversee volunteers writing) news stories and case studies for fundraising campaigns with colleagues in client services
29. Create engaging social media posts using graphics, film and photography
30. Use analytics to report on results of digital campaigns
31. Undertake media monitoring, maintain press cutting folders and media archive digitally
32. Deal with day to day, ad hoc queries and be a contact person for communication and donation related queries

**Other**

33. Take responsibility for personal learning about sector trends and best practice, ensuring familiarity with relevant legislation, direct marketing codes of practice and sector guidance.
34. Report to, and work closely with, the Fundraising and Communications Manager to ensure that he/she is always fully up-to-date with fundraising progress.
35. Attend and participate in team meetings and fundraising committee meetings.
36. Deputise for the Fundraising and Communications Manager as required.

## Person specification

### Skills and abilities

- ♥ Ability to develop and execute fundraising and communication initiatives
- ♥ Strong, planning, time management, administrative and organisational skills
- ♥ Excellent verbal and written communication
- ♥ Understanding of fundraising within a small charity
- ♥ Understanding of current individual donor trends
- ♥ Knowledge of direct marketing and fundraising principles
- ♥ Collaboration and teamwork: proven ability to work with colleagues
- ♥ Line management experience of volunteers (desirable)
- ♥ Proven analytical and problem-solving skills
- ♥ IT proficiency (MS office, WordPress, CRM and other IT systems)
- ♥ Highly numerate
- ♥ Marketing or Fundraising qualification (desirable)
- ♥ Excellent attention to detail
- ♥ Proven ability in using videos and infographics including technical ability
- ♥ Understanding of data protection (GDPR)

### Experience

- ♥ At least three years' experience of working in direct marketing/fundraising
- ♥ Proven personal track record of delivering against set income targets
- ♥ Managing or coordinating projects
- ♥ Designing and delivering marketing and communication campaigns
- ♥ Analysing and segmenting data for campaigns
- ♥ Working on both online and offline campaigns
- ♥ Database management for marketing purposes (we use Harlequin)
- ♥ Proven ability to effectively write and edit copy for different audiences
- ♥ Keeping up to date with and applying good practice in your role
- ♥ Demonstrable successful use of digital and social media

### Personal attributes

- ♥ **Committed to the aims and values of The Mulberry Centre:** we expect all staff to uphold and reflect the ethos of the Centre in all its work
- ♥ **Hardworking:** as a small charity, our success depends on the hard work of everyone
- ♥ **Creative and resourceful:** in a tough economic climate, we need to find new ways of raising money and generating income
- ♥ **Practical:** as part of a small team, you will need to be ready to be 'hands on' with fundraising and communications
- ♥ **Reliable:** this is a critical post with responsibility for delivering income and raised profile and support; the post holder will also be expected to deputise for the Fundraising and Communications Manager as required
- ♥ **Approachable:** an open, friendly approach is critical to the team spirit
- ♥ **Flexible:** the post holder will need to be willing to travel locally and work unsocial hours on occasion

#### 4) Working hours, salary and benefits

##### Working hours and flexibility

We are looking for someone to work the equivalent of three days (0.6 FTE), 22.5 hours per week. There is flexibility around working pattern.

##### Salary

Circa £31,000 per annum pro rata (£18,600 for 22.5 hours)

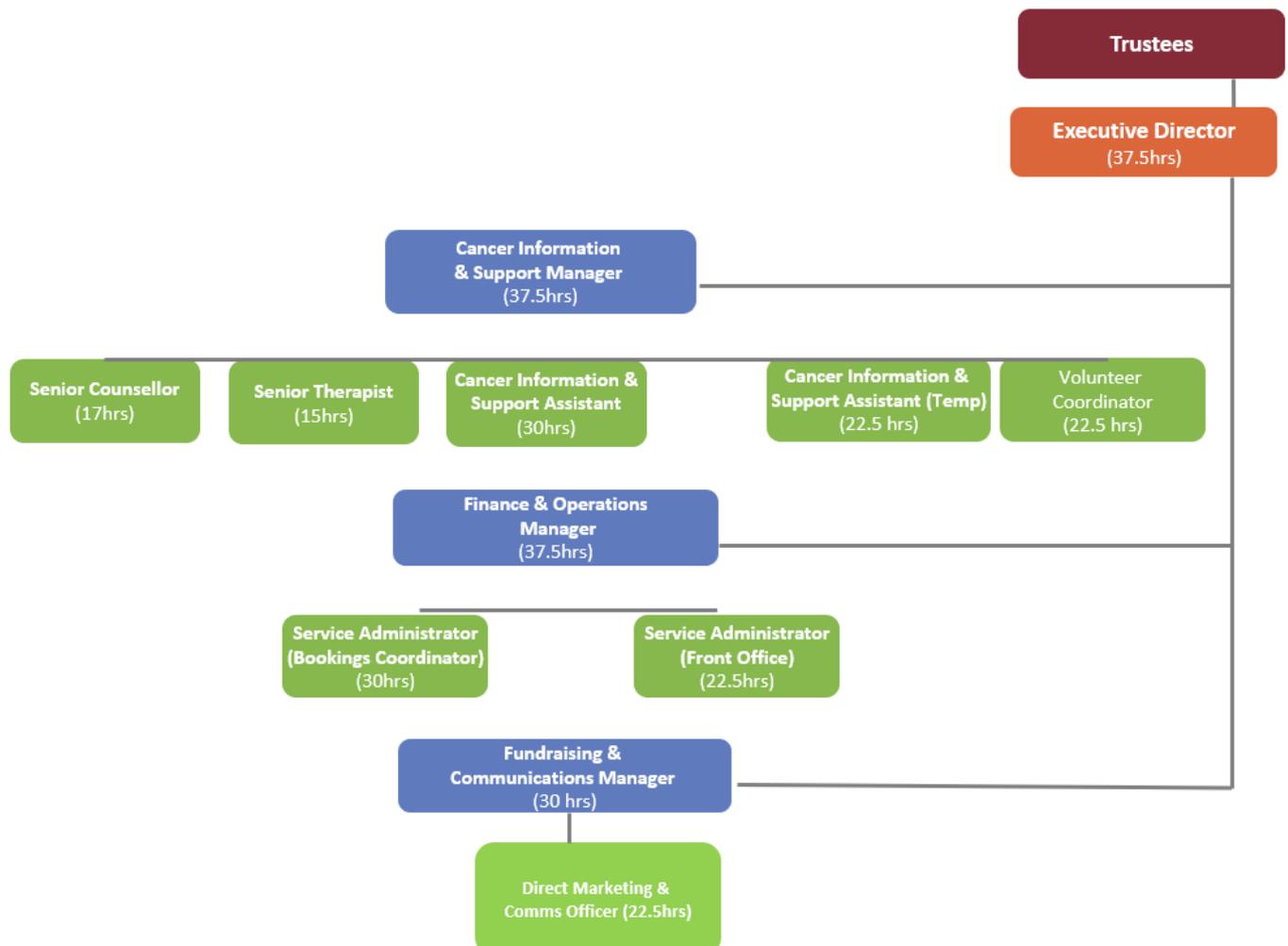
##### Annual leave

Holiday entitlement is 23 days holiday per year (pro rata) excluding public and statutory holidays. Holiday will be calculated on a pro-rata basis for part-time workers.

##### Pension

6% pension contribution (either into a personal plan or through NEST)

#### 5) Organisation Chart



## 6) Timetable and how to apply

|   |  |
|---|--|
| Wednesday 20 <sup>th</sup> March          | Applications open – weekly shortlisting                                  |
| Continuous shortlisting and interviews    | We may arrange initial interviews as suitable candidates are shortlisted |
| Tuesday 30 <sup>th</sup> April - Midnight | Final deadline for applications  |
| Friday 10 <sup>th</sup> May               | Final Interview day  |

**Applications will be proactively shortlisting each week. Hence, if your application is successfully shortlisted, we will invite you for an interview as soon as possible.**

**We suggest applications are submitted as soon as possible but no later than the 30<sup>th</sup> April 2019.**

**Please note that we reserve the right to close the advert in the event that we appoint to this position before the closing date.**

### How to apply

To apply, please email the following documents to [catharine.langrish@themulberrycentre.co.uk](mailto:catharine.langrish@themulberrycentre.co.uk), quoting DMC, as soon as possible (as we will be doing continual shortlisting and interviewing) and no later than 23:59 on Tuesday 30<sup>th</sup> April 2019.

1. A comprehensive CV
2. A covering letter containing:
  - a. Supporting statement showing evidence of how you meet the personal specification of the role
  - b. Your current remuneration details and notice period
  - c. The name, job title, organisation, email address and mobile number of two professional referees. (Please note referees will not be approached without your prior permission.)

Please ensure that you include your mobile phone number and email address in your application. Please contact Catharine Langrish (email address above) if you have any queries.

**Thank you for your interest in this position.**