

Head of Direct Mail & Telemarketing (Global)

Jan 2021



Join the family ... be part of the end game

Contents

Letter from the Global Director of Direct Marketing	3
About Us	4
Dept. Structure	5
Job Description	6
Person Specification	9
Conditions and Benefits	11
Recruitment schedule and how to apply	12



Welcome to Animals Asia

I'm delighted to introduce you to Animals Asia, a progressive, dynamic and global organisation making great advances in animal welfare predominantly in China and Vietnam, but with reach across Asia. If you are looking for a career move that will enable you to play a key role in creating significant, lasting change you will be excited about working here.

In 1998, we set out with a primary goal of ending bear bile farming – a horrific trade that is arguably the world's cruelest form of animal abuse. In 2017, the Vietnamese Government announced its partnership with Animals Asia to bring this to an end by 2022. This year, we will be raising funds to build a new sanctuary in Vietnam so we can bring the last the country's bile bears home. There has never been a more exciting time to join the team and be part of this historic, rewarding journey. We are also at the forefront of ending elephant riding in Vietnam – a model which we hope can be rolled out across the rest of Asia.

Our fundraising team is equally progressive and exciting. You will be joining an exceptionally talented, passionate and dedicated group of people and we have the ambition to match our potential. Last year, Animals Asia raised a record breaking \$14m globally but this is still only the tip of the iceberg – we could do so much more and investing in the right people to join our team is critical.

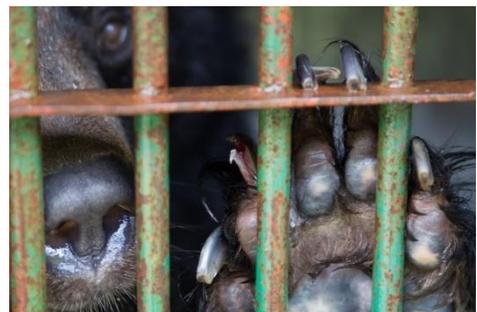
The Direct Marketing team is looking to expand and we need your help. Digital channels have proved to be one the strongest ways to recruit new donors, and more and more of our donor communications are moving online. To help us manage the ever-increasing demands of this workload, we are looking for a skilled digital fundraiser.

You'll be comfortable writing copy for web and emails, and working collaboratively across teams to help support our direct mail programme. You'll have an eye for solid fundraising propositions, and be able to distill this information so it's appropriate for digital channels. Ideally you'll have some experience working with paid advertising on Facebook and Google search. Working from home means you'll be a self-starter, always looking for opportunities to create engaging fundraising content, and get a buzz raising millions in a dynamic global working environment.

If you are keen to join the Animals Asia family and be part of this inspirational journey, I look forward to hearing from you.

Warmly,

Rod Paterson
Global Director of Direct Marketing



About us

Our Vision

To end cruelty and restore respect for all animals throughout Asia.

Our Mission

To end the farming of bears for bile in Vietnam and China, provide sanctuary for bears, end the suffering of wild animals in captivity, and ensure humane treatment of dogs and cats.

Our Values

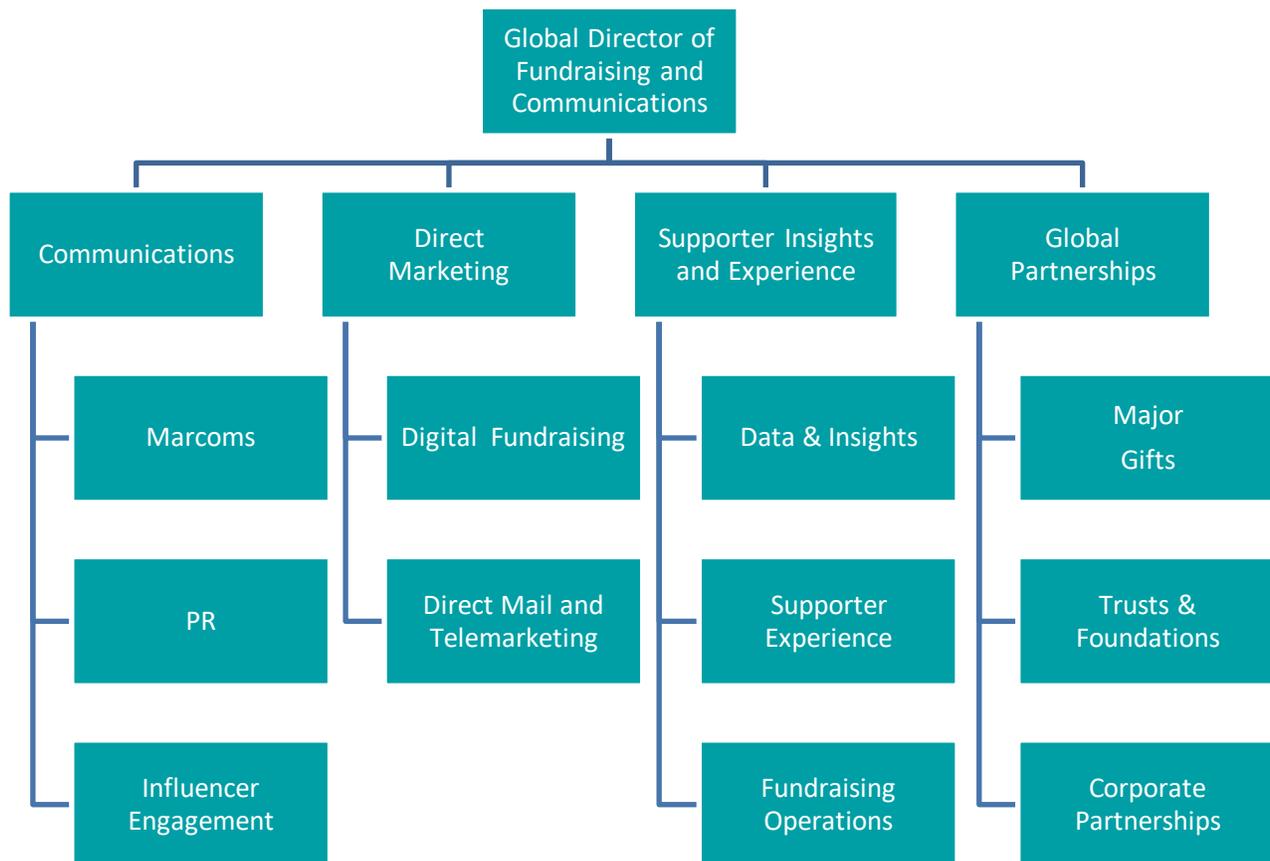
- The welfare of all animals is our first priority.
- We are responsible guardians of the animals under our care
- We strive to find compassionate solutions that benefit people as well as animals.
- We act ethically, responsibly and fairly in all our dealings.
- We are committed to responsible stewardship of donor funds.
- We are committed to responsible environmental stewardship.

Our guiding principles

Everything we do, 'The Animals Asia Way', is underpinned by our four pillars:



Department Structure



Some words from the team

“I love working for Animals Asia because we all share the same vision and we want to make a real difference for the suffering animals. This dedication and this genuine spirit of cooperation create a family environment where I really sense that people care about me as a person and about my professional growth”.

Mara Finazzi, Major Donor Manager, Europe

“Animals Asia isn’t simply an animal welfare charity and my job isn’t simply a ‘Fundraising Events Manager’. We are creating real change and leading the way on many projects to create a better and more compassionate world for our animal friends. I get to contribute to that every day by working with a truly outstanding team from all over the world and for an inspirational leader.”

Sarah Grant, Fundraising Events Manager, UK

Job Description

About the role

The Head of Direct Mail and Telemarketing is responsible for effectively managing and growing our income and donor portfolio via Direct Mail and Telemarketing channels. They coordinate and communicate the program needs throughout the organisation and deliver a global acquisition and renewal appeals program. As part of the Direct Marketing Leadership, the Head of Direct Mail and Telemarketing is also responsible for the outcomes of the whole Direct Marketing team.

General Responsibilities:

- Design, plan and implement a data-led multi-channel fundraising program across donor acquisition and renewal.
- Plan and develop digital fundraising strategies working with the Director of Direct Marketing and the Head of Digital Fundraising. Support the Digital Fundraising Executive in implementing these campaigns
- Develop and manage campaign budgets and revenue and non-financial targets
- Work with the Director of Direct Marketing and the Head of Digital Fundraising, to identify donors ready for cross-sell opportunities into the regular giving program (such as cash to regular giving conversion)

- Work closely with the Traffic and Production Manager to oversee the production process, including creative, copy and data, for mail, telemarketing, digital and other direct marketing campaigns
- Lead in the planning and development of the creative concepts and tactics, including case studies, design/layout, donation forms and marketing channels for individual giving campaigns
- Work closely with the Data Management and Analytics team to deliver analytical campaign reports as well as overall program reports to inform future strategic and tactical decisions
- Ensure the implementation of an effective donor care and recognition strategy by working closely with the Supporter Care and Donor Development teams across the 5 country offices
- Drive the development of tailored supporter journeys for supporters
- With support of the Director of Direct Marketing, ensure integration of the Individual Giving Program with other areas and channels of fundraising within Animals Asia such as event fundraising, corporate sponsorship and major gifts that are led by the country offices.
- Work with the Traffic and Production Manager to oversee the tender process and relationships with multiple print and production mail houses and other providers to ensure effective delivery of the cash program within budget
- Assist the Director of Direct Marketing in the development of business cases including analysis, projections, costs/benefits, and recommendations

Data and Administration:

- Help to ensure an exceptional level of service and tailored supporter experiences are provided to supporters
- Use the supporter database competently and develop robust administrative processes to support donor activities and help to maintain the integrity of the database
- Develop and implement procedures around data management and selection criteria to deliver the global individual giving program and support the country office
- Together with the Data Management and Analytics team, develop collection processes across the organisation to collect accurate and useful data

General

- Participate in developing and improving highly effective communication and fundraising strategies across the Fundraising and Communications team
- Proactive attendance at team meetings, relevant seminars and staff meetings
- Proactive in keeping across new fundraising initiatives and trends in the sector
- Represent Animals Asia at internal and external functions and events as required



Person Specification

Experience, training & qualifications:

- Demonstrated experience and understanding of direct marketing fundraising programs including acquisition, renewal, mid-value giving and legacy
- Ability to analyse data and convert findings and insights into operational outcomes
- Experience in briefing and managing external agencies and service providers
- Experience in managing the design and production of fundraising collateral
- Experience in managing a multi-channel donor renewal and acquisition program
- Good communication and interpersonal skills
- Marketing / fundraising qualifications or a tertiary degree in marketing, public relations, business or related area
- A passion for animal welfare and protection
- Possess passion, commitment and an understanding of best practice fundraising and a passion for working in the sector

Communication / interpersonal skills:

- Excellent understanding of direct marketing principles
- Excellent oral and written communication skills and the ability to write for and present to a variety of audiences
- Strong people skills with a high level of organisational awareness and ability to liaise with a broad and diverse range of stakeholders
- Be flexible, adaptable, people oriented with strong supporter care focus
- Commitment to professionalism, discretion and confidentiality
- Be able to take on accountability and to take the lead
- Proactive, with a “can do” attitude, always results driven to improve performance
- Ability to display initiative, common sense and diplomacy
- Well presented, articulate and polite

Knowledge and abilities:

- An exceptional understanding of direct marketing best-practice principles including return on investment goals, testing and segmentation strategies
- An understanding of the process required to support a comprehensive relationship marketing program and awareness of new initiatives and trends in the discipline
- Excellent ability to project-manage multiple campaigns, whilst maintaining exceptional attention to detail and remaining results driven to achieve budgets
- The ability to exercise initiative and effectively plan and prioritise work to meet deadlines, and to work calmly under pressure
- The ability to develop long-term plans and to analyse performance
- Strong computer literacy in Microsoft Office, particularly Word, Excel and Powerpoint
- Proficient experience with Blackbaud CRM or other Blackbaud products - highly valuable, but not essential
- Demonstrated ability to work as a member of a team in a complex environment as well as autonomously without close supervision
- Demonstrated ability and willingness to take initiative and to improve and enhance existing systems and procedures (quality assurance)
- Demonstrated ability to maintain confidentiality and comply with privacy requirements
- Demonstrated ability to work across diverse stakeholders.



Conditions and Benefits

Place of work	Home based - Global
Salary	US\$70k
Working hours	<p>Full time – standard hours are 37.5 hours per week from 9am to 5pm Monday to Friday with a 30 minute unpaid lunch break.</p> <p>You will be required to work such additional hours as are necessary to fulfill your role which may include evenings and weekends. You will be</p>

	expected to manage your hours, responsibilities and workload accordingly.
Reports to	Global Director of Direct Marketing
Manages	Direct Marketing Executive
Budget responsibility	Yes
Probation	
Annual leave	Initially 24 days per year. Plus 8 public holidays. The holiday year runs from January 1st to December 31st.
Other benefits	Training will be provided as required

Recruitment schedule and how to apply

To apply Please send CV's with covering letter outlining how you meet the person specification and why you should be considered for this role.

jobs@animalsasia.org

Closing date Extended: 18 March 2021

First interview Interviews will be scheduled on an ongoing basis

To find out more www.animalsasia.org

