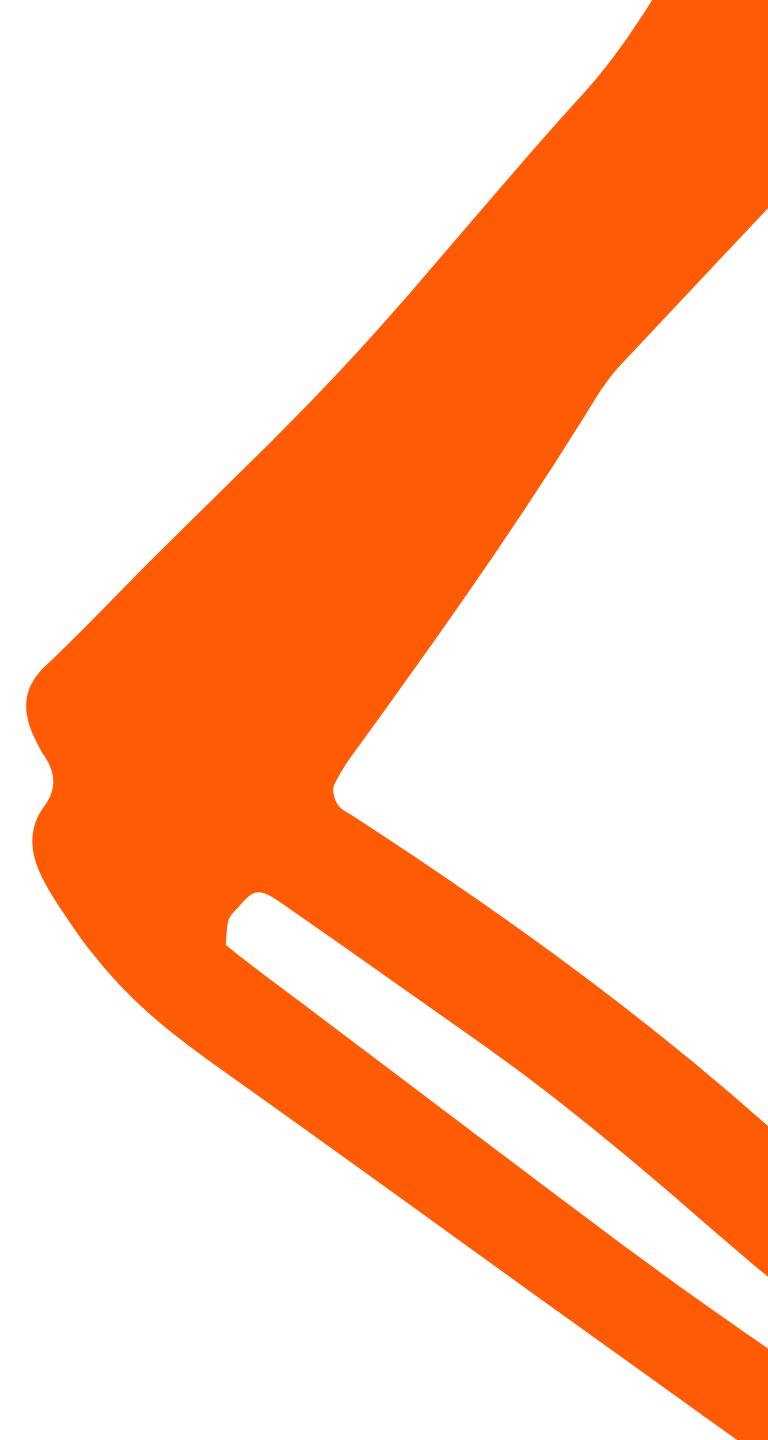




recruitment pack

Digital and Direct Marketing Officer

November 2021





Dear Candidate

Thank you for your interest in the role of **Digital and Direct Marketing Officer (Fundraising)**.

Unseen is a leading UK anti-slavery charity with one aim: to end slavery. We seek to do this through supporting, educating and influencing others. We believe modern slavery is a heinous crime against those most vulnerable in our society. It is an issue that seeps into all walks of life and requires a collaborative effort to prevent it from continuing to destroy the lives of women, men and children across the UK and beyond.

Since its inception in 2008, Unseen has been leading the fight against modern slavery working with stakeholders and partners across the UK, including the UK Government, to bring forward legislation, improve survivor support and strengthen prevention activities.

Our work has never been more important. Despite the ongoing Covid pandemic, Unseen has seen a continuation of vulnerable individuals caught up in a wide range of exploitative situations including young people forced to run and sell drugs, men and women forced to work for little or no pay, and girls, boys, women and men being sexually exploited.

We are looking for a dedicated and creative digital and direct marketing professional, who can lead Unseen's paid digital outreach programme, deliver high quality direct marketing campaigns and ensure a seamless supporter journey towards regular giving. The Digital and Direct Marketing Officer (Fundraising) will be an important contributor to the success of our multi-channel fundraising programme, also supporting our communications objectives, building our base of support across the UK and driving forward our messaging and advocacy plans to help end the scourge of modern slavery and exploitation today. You will need to demonstrate your ability to fulfil the criteria from the job description.

As an organisation focused on equality and diversity, we welcome applications from survivors of modern slavery, those with diverse backgrounds, cultures, and religion, from black and minority ethnic backgrounds, and those from the LGBTQ+ community.

The deadline for applications is **Monday 20 December 2021** and interviews will likely take place in **early January 2022**.

Andrew Wallis OBE

CEO, Unseen

About us



Founded in Bristol in 2008 by CEO Andrew Wallis Unseen has, over the past 13 years, grown into a leading national anti-slavery charity providing Government-funded services under the Home Office Adult Victim Care Contract and operating the 24/7 UK wide Modern Slavery & Exploitation Helpline.

Using our knowledge and expertise, and coupled with our understanding of grass roots issues through the Helpline, Unseen seeks to influence at the highest levels to effect change. Our goal is to raise awareness and develop an evidence base that supports that call for change.



Our vision

Our vision is simple: a world without slavery. Ultimately, we want to put ourselves out of business.

Our mission

To **support** potential victims and survivors of modern slavery to seek help, access services, recover, rebuild their lives and become independent, reducing the risk of re-exploitation.

To **inform** and educate others, including the public, statutory agencies, governments and corporates to understand modern slavery and how we can collaborate to make the UK intolerant to exploitation and modern slavery practises.

To **influence** policy and decision makers in the UK and overseas to protect the vulnerable and target the perpetrators.

Our strategy

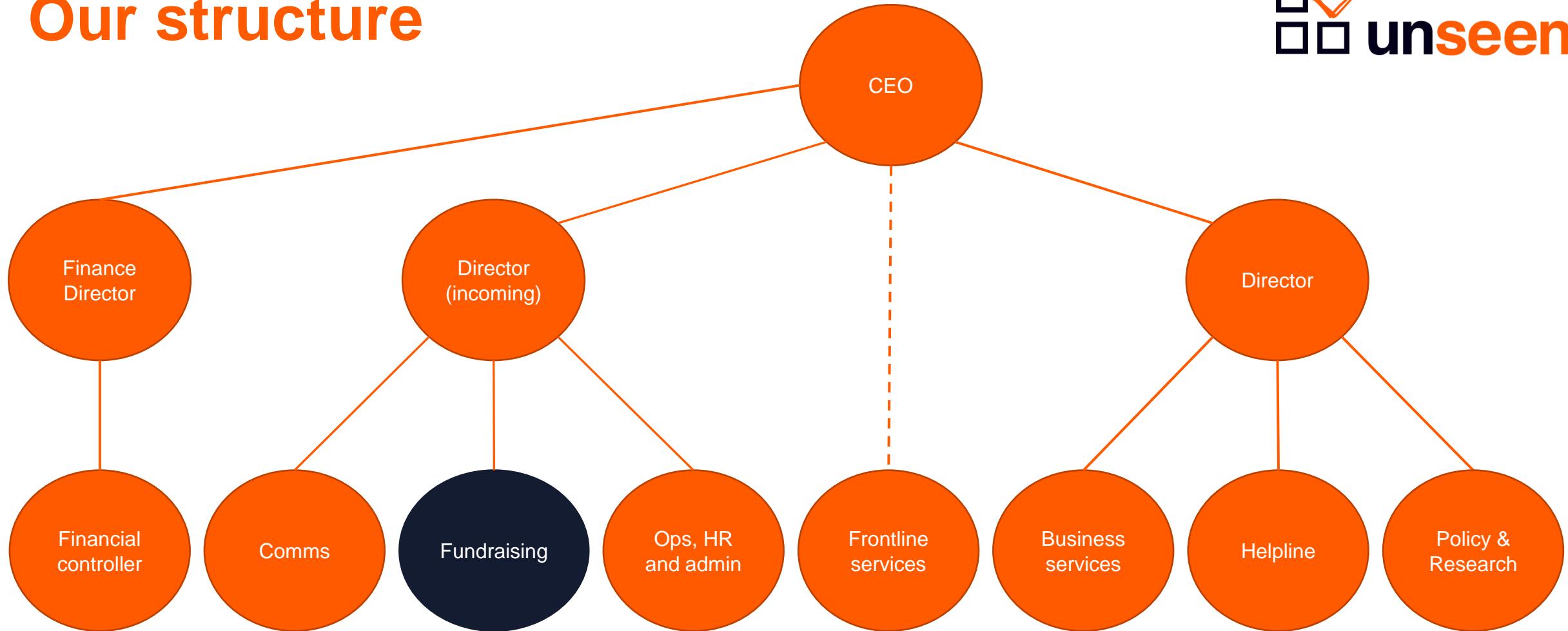


Recognising the difficulties a pandemic would create around the work of Unseen, the senior leadership team introduced a recovery plan in May 2020, which is currently in effect and will run until the end of 2021. The aim of the recovery plan is twofold: to ensure we can maintain our existing services; and to build back strongly from the financial and operational impacts of the pandemic.

Our new five-year strategy will come into effect from January 2022, with five core strands:

- 1 **Educate others** More people know about modern slavery and the impact of their buying decisions on the lives of others. By 2027, we want to have trained and raised awareness of more than 1 million individuals.
- 2 **Support services** Continue to provide helpline and direct support services that meet the needs of individuals. By 2027, we want to have answered more than 50,000 calls and contacts into the Helpline, indicating more than 20,000 potential victims.
- 3 **Business Services** Support businesses to effect behaviour change, increase understanding and change practice so that fewer workers are at risk of exploitation. By 2027, we want to be reaching 20,000 businesses and partnering with more than 500.
- 4 **Policy development** By 2027, we aim to have in place a strengthened policy arm of the charity to influence evidence-based change, utilising data from the Helpline and our work with businesses.
- 5 **Optimise operations** To achieve all of our aims and aspirations we will optimise and streamline our internal operations to deliver quality outputs for survivors and value for money for those who financially support us.

Our structure



The Digital and Direct Marketing Officer (Fundraising) will report to the Head of Fundraising who is responsible for Unseen's multi-year programme of fundraising and supporter engagement.

Digital and Direct Marketing Officer (Fundraising)



Location	Flexible / home-working with some travel to Unseen's head office in Bristol as required
Salary	£26,835.75 FTE
Hours	Full time – 37.5 hours per week
Reports to	Head of Fundraising
Holiday	33 days holiday per year (or pro-rata equivalent for part time), inclusive of bank holidays. An additional two days holiday is awarded after two years of service.
Entitlements	Employer contribution to opt-out pension scheme Enhanced sick pay entitlement Bike to Work Scheme Staff Wellbeing Programme and flexible working Employee Assistance Advice Line

Purpose

To lead our paid digital strategy and project manage Unseen's digital and direct marketing campaigns, growing our reach and influence and directly recruiting new regular givers and cash donors in support of our work. This role will support our Individual Giving, Community Fundraising and Corporate Giving programmes, as well as our Communications objectives to support our wider mission.

At other organisations, this role may be known as Digital Fundraiser, Online Fundraiser, Individual Giving Officer (Digital), Direct Marketing Lead, Direct Marketing Fundraiser.

Key responsibilities and tasks



1. Lead Unseen UK's digital fundraising programme

- 1.1. Manage all paid online (social and search engine/web) direct fundraising and lead generation campaigns, reporting against income and data collection KPIs
- 1.2. Create content for paid campaigns and suggest new ideas for engaging with the public and supporters online, monitoring overall performance and inputting to budget-setting/reforecasting
- 1.3. Project manage the digital elements of fundraising appeals, also supporting community fundraising events and mass digital communications
- 1.4. Manage paid campaigns to support other organizational teams/objectives, such as brand and PR, policy and advocacy work and corporate sponsorship/employee fundraising

2. Manage our email and web supporter journeys

- 2.1. Support the Individual Giving and Community Fundraisers to deliver their programmes via email and paid social activity
- 2.2. Lead on the digital aspects of marketing Legacy (gifts in wills) and In Memory giving
- 2.3. Deliver a digital programme of stewardship for regular givers and new/repeat cash donors

3. Project manage and deliver direct marketing campaigns

- 3.1. With the Individual Giving fundraiser and freelance design support, devise, project manage and report on postal campaigns for converting leads to regular giving
- 3.2. With the Head of Fundraising devise, project manage, optimise and review telephone fundraising campaigns for converting leads to regular giving
- 3.3. Manage other direct marketing activity such as door drop appeals, gift aid or upgrade campaigns

Key responsibilities and tasks



4. Maintain and grow supporter data across all platforms

- 4.1. Support the Individual Giving fundraiser to ensure all supporter information, including transactional histories, are available in our CRM database
- 4.2. Assist the Head of Fundraising in making selections and queries from our database for appeals, outbound communications and other fundraising campaigns
- 4.3. Ensure a robust contacts database, complying with relevant legislation including the GDPR

5. Fundraising team duties

- 5.1. Report on fundraising key performance indicators (KPI's)
- 5.2. Feed into the overall fundraising strategy
- 5.3. Participate in fundraising team meetings and other team activities as appropriate

6. General (all staff)

- 6.1. Promote the vision, aims and objectives of Unseen and ensure that all contacts with external people and organisations fully reflect the professional approach of Unseen
- 6.2. Understand and comply with all relevant legislation and adhere to organisational and operational policies, procedures and administrative procedures
- 6.3. Identify training needs and undertake appropriate training as needed

Person specification



Essential Knowledge, Skills and Experience	
1	Experience running digital campaigns end-to-end, including data analysis and reporting
2	Experience of devising and implementing Direct Marketing campaigns via post
3	Experience and understanding of a variety of digital analytics packages, including Google Analytics, Google Tag Manager and native email/social/search platform analytics tools
4	Educated to degree level or with equivalent work experience
5	Database familiarity, including experience of writing dynamic record queries, selections and reports
6	Experience and successful track record of analysis and reporting in multi-channel appeals, including split testing and conversion optimisation
7	Experience of optimising user journeys, products and channels using data and insight
8	Experience of presenting effectively to a wide variety of audiences
9	Awareness, understanding and interest in current and emerging digital trends
Skills and Behaviours	
10	Highly analytical, with excellent numerical and problem-solving skills
11	Strong stakeholder engagement skills
12	Confident and proactive to make actionable recommendations based on data & insight
13	Motivated, positive and solution focused
14	A high degree of accuracy and attention to detail
15	Ability to prioritise tasks, manage conflicting demands and meet tight deadlines
16	Ability to work as part of a team and on own initiative

Person specification



Values	
	Desirable
17	Commitment to social justice issues and the restoration of vulnerable people
18	Proven understanding of and empathy with the needs and rights of those impacted by having been exploited, trafficked and enslaved
19	Experience of devising and implementing Direct Marketing campaigns via telephone
20	Experience in human rights or modern slavery/exploitation context
21	Audio visual experience—including editing and script-writing for film clips
22	Experience creating campaign content using desktop publishing and photo editing tools

How to apply

The deadline for applications is **20 December 2021**. Interviews will be held in early January 2022.

To apply, please complete Unseen's application form, demonstrating your suitability for the role against the job description, person specification and highlighting any relevant experiences and skillsets that demonstrate why you would make a great candidate to join the Unseen team. Please also submit a covering letter with your application (**CVs will not be accepted**).

Please also complete an equal opportunities monitoring form, which will be treated separately from your application and not used in shortlisting.

The application form and equal opportunities form can be downloaded from the [Unseen website](#).

Once completed, please return your forms and cover letter to jobs@unseenuk.org.



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