

|  |
| --- |
| Please complete and return this application form to: |
| **The Monitoring Officer, Concern Worldwide,****47 Frederick Street, Belfast, BT1 2LW** |
| **OR upload it to the relevant job section at** [**www.concern.org.uk/jobs**](http://www.concern.org.uk/jobs) |
| **Please note: CVs will not be accepted** |

|  |
| --- |
| Information pack for candidates for the post of: |
|  **Direct Marketing Executive- 12 month fixed term contract Concern Worldwide (UK).** |

Please find enclosed an application pack for the above post, which contains the following items:

###### Section 1: Background to Concern Worldwide and the post

###### Section 2: Job Description

Section 3: Essential and Enhanced Criteria

Section 4: Vacancy Application Form

Section 5: Job Competency Form

Section 6: Monitoring Form

Section 7: Returning your application

**PLEASE READ THE FOLLOWING INFORMATION CAREFULLY**

1. Your application pack contains information about Concern Worldwide, the job vacancy and the person required. You should read these carefully to ensure that the job and conditions are suitable.

2. You must complete sections 4 and 5 accurately and return them to Concern Worldwide by the date and time indicated below. You are also asked to complete a monitoring form (section 6).

**3. It is your responsibility to ensure that sufficient information is provided to enable a shortlisting panel to assess your suitability for this post. *Please show clearly in your application how you meet the essential and enhanced criteria.***

4. Applications, CVs and attached sheets:

* Applications must be signed and uploaded to the relevant job application section on our website at **https://www.concern.org.uk/jobs**
* **CVs will not be accepted – only applications submitted on this form will be considered.**
* Additional sheets will only be considered if they are a continuation of a section of the application form where there is insufficient room to include all the necessary details.

5. It is the responsibility of the applicant to ensure that sections 4, 5 and 6 are completed and returned by **9a, on Monday 10th May 2021 Please note that although the closing date is 10th May 2021, we would like to fill this role as soon as possible, in order to facilitate this, we will invite suitable candidates for interview as and when we receive the applications and consequently may end the recruitment process earlier than the closing date.**

6. Under section 8 of the Asylum and Immigration Act 1996, all successful applicants must provide documentary evidence of their identity for verification and photocopying.

**Thank you for your interest in Concern Worldwide**

Yours sincerely

**Peter Anderson,** Concern Worldwide, Northern Ireland Director

|  |  |
| --- | --- |
| **SECTION 1:** | **BACKGROUND TO CONCERN WORLDWIDE (UK) AND THE POST OF DIRECT MARKETING EXECUTIVE** |

**WHO WE ARE**

**We deliver life-saving and life-changing interventions to some of the world's poorest and most vulnerable people. From rapid emergency response to our innovative programming in health and nutrition, livelihoods and education, we go to the hardest to reach places to make sure that no-one is left behind**

**Today we are a team of over 3,500 highly skilled and dedicated professionals from 50 countries who share an exceptional depth and diversity of experience.**

**Last year we reached 28.6 million people in 24 of the world’s poorest countries**

**OUR VISION FOR CHANGE**

**We believe in a world where no one lives in poverty, fear or oppression; where all have access to a decent standard of living and the opportunities and choices essential to a long, healthy and creative life; a world where everyone is treated with dignity and respect.**

**OUR MISSION**

**Our mission is to permanently transform the lives of people living in extreme poverty, tackling its root causes and building resilience.**

We are seeking to recruit an enthusiastic Direct Marketing Executive to join an innovative, analytical and strategic Individual Giving fundraising team for 12 months. The Individual Giving team at Concern UK brings in around £5M annually, and is vital in raising both unrestricted and emergency funds.

The post holder will work with a Senior Executive, and with them will lead Supporter Development programmes and strategies, including cash appeals, regular giving upgrade, legacy acquisition and nurture, and communications to our trading audience.

Brand recognition of Concern UK in Northern Ireland is strong, compared to a busier marketplace of International Development charities in England, Scotland and Wales. This gives the UK Individual Giving team – made up of offices in Belfast and London - and the post holder the opportunity to use a diverse number of channels and to interact with a variety of Individual Giving audiences.

|  |  |
| --- | --- |
| **SECTION 2:** | **JOB DESCRIPTION** |



JOB DESCRIPTION

|  |  |
| --- | --- |
| **Post Title:**  | **Direct Marketing Executive**  |
| **Employer:** | Concern Worldwide (UK) |
|  |  |
| **Reports to:** | Senior Direct Marketing Executive |
|  |  |
| **Direct reports:** | N/A |
|  |  |
| **Internal partnerships:** | * Individual Giving team (UK)
* Supporter Care (based in Belfast)
* Fundraising Systems team
* Communication team
* Digital team
* In-house Face-to-Face team
* Policy & Campaigns team
* Finance
* Dublin Individual Giving team
* External agencies
 |
|  |  |
| **Based At:** | Concern Worldwide (UK) Belfast office, 47 Frederick Street, Belfast. |
|  | Due to Covid-19 this post will currently require the candidate to work from home with a view to return to the Belfast office address above when guidelines permit. |
| **Start date** | June 2021 |

**Overall Purpose of the job:**

To successfully manage and review donor recruitment and development campaigns in order to maintain and grow income to Concern Worldwide (UK) from individual regular and cash donors.

**KEY DUTIES**

* Manage supporter development activity such as Supporter newsletters and Direct Mail to improve supporter retention and increase giving levels, working with our creative agency and in house data analysts.
* Support the Senior Direct Marketing Executive on a number of projects including Concern’s Alternative Gifts Programme.
* Manage and support on legacy acquisition and nurture campaigns, to recruit legacy donors.
* Although the role will have a Supporter Development focus, there will be opportunities to support and/or manage activity for the recruitment of regular and cash givers, using a variety of channels to include Digital (including web, email and SMS), Direct Mail, Telemarketing and working with external agencies where necessary.
* Full campaign management including briefing agencies, sourcing material, managing data selections, agreeing creative concepts, copy development, managing the approvals process, proofing, setting up and monitoring campaign fulfilment, campaign analysis and reporting, managing costs and invoice processing.
* Monitor budgets for all activities, working as part of the Individual Giving team to reach strategic targets.
* Work closely with the Data team to review direct marketing campaigns and ensure that information is used to maximise income for future campaigns.
* Work with the Individual Giving Team to implement the Emergency fundraising strategy and play a key part in Concern’s emergency fundraising response.
* Develop a deep understanding of Concern so that you can communicate the key messages effectively to both new and existing supporters.

**CONDITIONS OF APPOINTMENT**

Salary: Pay Grade 3b, £25,820 - £28,538 per annum. Pension scheme is available.

Temporary 12 month fixed term contract

The normal full-time working week is 35 hours.

Appointment will be subject to a six-month probationary period. The successful post holder will be required to sign a criminal records self-declaration form.

**Concern disclaimer**

**Safeguarding at Concern: Code of Conduct and its Associated Policies**

Concern has an organisational Code of Conduct (CCoC) with three Associated Policies; the Programme Participant Protection Policy (P4), the Child Safeguarding Policy and the Anti-Trafficking in Persons Policy. These have been developed to ensure the maximum protection of programme participants from exploitation, and to clarify the responsibilities of Concern staff, consultants, visitors to the programme and partner organisation, and the standards of behaviour expected of them. In this context, staff have a responsibility to the organisation to strive for, and maintain, the highest standards in the day-to-day conduct in their workplace in accordance with Concern’s core values and mission. Any candidate offered a job with Concern Worldwide will be expected to sign the Concern Staff Code of Conduct and Associated Policies as an appendix to their contract of employment. By signing the Concern Code of Conduct, candidates acknowledge that they have understood the content of both the Concern Code of Conduct and the Associated Policies and agree to conduct themselves in accordance with the provisions of these policies. Additionally, Concern is committed to the safeguarding and protection of vulnerable adults and children in our work. We will do everything possible to ensure that only those who are suitable to work or volunteer with vulnerable adults and children are recruited by us for such roles. Subsequently, working or volunteering with Concern is subject to a range of vetting checks, including criminal background checking.

**Equal Opportunities**

Concern Worldwide is an equal opportunities employer.

**Data Protection**

Information that you submit through this Site may be transferred to Concern offices outside of the European Economic Area. Concern respects your privacy, and has security procedures in place to protect your data at all times. Please see the links below leading to our Privacy Statement and Terms and Conditions for more details.

**Your Personal Data – Fair Processing Notice**

During this job application, you will provide Concern with your personal data. Concern takes its responsibilities towards this personal data very seriously and is committed to complying with all relevant data protection legislation. Concern uses this information to consider your suitability for this position and may contact you to call you for an interview. Your data may be shared internally to consider this application. Concern will not use your data for any purpose other than assessing your suitability for filling a vacancy with Concern. If Concern determines you are not best suited to the role you have applied for, but there is another role which may interest you, Concern may contact you in relation to that role. If you do not want Concern to contact you in relation to other roles please let us know. Concern will store your data securely. Your Concern applicant profile will be deleted automatically after 18 months of inactivity. You may request Concern delete your profile at any time by contacting your recruitment contact person or dpo@concern.net

You have the right to access data held by Concern about you at any time. Under certain circumstances, you have the right to have all data held by Concern about you erased. You have the right to have incorrect or incomplete data rectified and to have processing restricted. You have the right to complain to the Office of the Data Protection Commissioner if you feel Concern has acted inappropriately in relation to the collection or processing of your personal data. For more information in exercising these rights please contact your HR focal person or dpo@concern.net.

If you are not satisfied that the processing of your personal data above be carried out by Concern, please do not apply for this position.

**Submitting an Application**

By submitting an application to Concern via this Site, you thereby certify that you have not knowingly withheld any information that might adversely affect your chances for employment and that the information you have provided is, to the best of your knowledge, true, complete and accurate. You further certify that you have personally completed any application submitted in your name. You understand that any omission or misstatement of material fact on any application or on any document used to secure employment shall be grounds for rejection of such application or for immediate discharge if you are employed, regardless of the time elapsed before discovery

Concern does not guarantee the availability of any job advertised on the Site and will not be responsible should Concern have filled a vacancy at any time prior to the removal of the advertisement from the Site.

**Policy on Preventing Diversion of Organisational Resources**

Concern receives a substantial amount of funding from external donors each year. Increasingly donors are introducing requirements whereby future funding is conditional on Concern ensuring that the names of any new employee or volunteer do not appear on watch lists of suspected terrorists maintained by international organisations. These include:

* The European Union (List of person, groups and entities to which Regulation EC No. 2580/2001 applies;
* The US Government (Office of Foreign Assets Control list of specially designated Nationals and Blocked Persons); and
* The United Nations (Consolidated List)

In some circumstances, an offer of employment (either paid or voluntary) with Concern Worldwide will only be made once a clearance check against these lists has been conducted. Any such checks will be done in full compliance with the appropriate Data Protection legislation. For additional information please consult our web site or contact the Human Resource Division in our Head Office. By submitting a formal application to Concern for paid or voluntary employment, you agree to Concern carrying out a clearance check as outlined above. Please be aware that Concern will not proceed with your application should your name appear on any of the aforementioned lists.

In certain circumstances, donors may request that personal data relating to employees to work on the activities that they fund be provided directly to them - so that they can perform their own counter terrorism checks. This may involve transferring some basic personal data outside the EEA. It will be a condition of your employment contract that Concern be allowed to share this information with institutional donors for these purposes. Concern will ensure that the institutional donor has appropriate safeguards are in place to protect your data from unauthorized access or use. Concern will not comply with such requests without first seeking the employees’ agreement. Where such agreement is withheld, Concern may however not be able to employ (or continue to employ), the individual concerned.

For additional information please consult our web site or contact the Human Resource Division in our Head Office.

You have certain rights under data protection legislation. For more information on how to exercise those rights please visit <https://www.concern.org.uk/privacy-statement>

|  |  |
| --- | --- |
| **SECTION 3:** | **ESSENTIAL SHORT-LISTING CRITERIA** |

1. Experience in a direct marketing environment (preferably in the charity sector) and knowledge of direct marketing recruitment and development techniques.
2. Experience of working successfully with external suppliers to deliver direct marketing campaigns.
3. Experience of using a fundraising database for direct marketing purposes.
4. Strong planning and project management skills. Strong communication skills including experience of writing and commenting on fundraising copy.
5. Excellent attention to detail and strong IT skills including Excel and Word.

**Enhanced** **Short listing Criteria**

Concern will short-list only those candidates who appear from the information provided, to meet the essential requirements of this post, and may in some circumstances rely on enhanced criteria for short listing purposes. The enhanced (desirable) shortlisting criterion is as follows:

• Experience of working in a fundraising department.

• Demonstrable analytical skills and highly numerate with experience of keeping and monitoring financial records.

• Knowledge of digital marketing.

• Ability to work on own initiative.

• Good understanding of delivering excellent customer service/supporter care.

 **Please Note:**

It is essential that applicants fully describe in the application form how they meet the experience and qualities sought. It is not appropriate simply to list the various posts that have been held. Assumptions will not be made from the title of posting(s) as to the skills and experience that may or may not have been gained.



|  |  |
| --- | --- |
| **SECTION 4:** | **VACANCY APPPLICATION FORM** |

* Please **type** or write clearly in **black ink** in **block capitals**
* All information will be treated in confidence and will be used by Concern Worldwide to assess your suitability for the post
* Candidates will be short listed on the basis of information contained in this application and checklist

|  |  |
| --- | --- |
| **Post Applied for:** | **Direct Marketing Executive, Concern Worldwide (UK), Belfast.** |
| **Reference No:** | **DMEBEL** |
| **Closing Date:** | **9am, Monday 10th May 2021** |
| **Where did you see post advertised?** |  |

|  |
| --- |
| **PERSONAL INFORMATION** |
| **Family Name:** |  |
| **Forename(s):** |  |
| **Address:** |  |
|  |
|  |
|  | **Postcode:** |  |
| **Day Tel:** |  |
| **Evening Tel:** |  |
| **Mobile Tel:** |  |
| **Email:** |  |
| **National Insurance No:** |  |

|  |
| --- |
| **EMPLOYMENT HISTORY** |
| **Present employer** |
| **Dates of****Employment:** | **Name & Address of Employer** | **Job Title and summary of main duties and responsibilities** | **Reasons for leaving** |
| **From:****To:** |  |  |  |
| **Current Notice Required:** |  |
|  |
| **Previous Employment** |
| **Dates of****Employment:** | **Name & Address of Employer** | **Job Title and summary of main duties and responsibilities** | **Reasons for leaving** |
| **From:****To:** |  |  |  |
| **From:****To:** |  |  |  |

|  |
| --- |
| **Previous Employment continued** |
| **Dates of****Employment:** | **Name & Address of Employer** | **Job Title and summary of main duties and responsibilities** | **Reasons for leaving** |
| **From:****To:** |  |  |  |
| **From:****To:** |  |  |  |

[Please attach additional sheet if required]

|  |
| --- |
| **REFERENCES** |
| All offers of employment are subject to receipt of satisfactory references. Please provide the names, telephone numbers, addresses and email addresses of two referees, one of whom should be your present or most recent employer/line manager, and one who knows/has known you in a work capacity and can comment on your suitability for this post. |
| **First Referee:** | **Second Referee:** |
| **Name:** |  | **Name:** |  |
| **Address:** |  | **Address:** |  |
|  |  |
|  |  |
| **Postcode:** |  | **Postcode:** |  |
| **Tel:** |  | **Tel:** |  |
| **Email:** |  | **Email:** |  |
| **Occupation:** |  | **Occupation:** |  |
| **Relationship****to you:** |  | **Relationship****to you:** |  |

|  |
| --- |
| **DECLARATION** |
| I declare that the information on this form and any attachments is correct and complete.I understand that to withhold, falsify or omit any relevant material fact(s) will lead to disciplinary action, including dismissal in the case of a successful applicant. I authorise the verification of any or all of the information listed on this form and any attachments. |
| **Signature:** |  | **Date:** |  |

***If you are submitting your application online or by email please print your name in the signature box.***

|  |  |
| --- | --- |
| **SECTION 5:** | **JOB COMPETENCIES** |

**Short listing Criteria - Job Competencies**

Concern Worldwide (UK) will shortlist for interview only those applicants who appear from the available information to be the most suitable candidates for the post in terms of relevant skills, experience and ability.

It is therefore essential that applicants fully describe how they meet each particular requirement, including relevant timescale/duration (i.e. provide dates), of the Short-listing Criteria and possible Enhanced Short-listing Criteria as provided in Section 3 of this document**.**

To meet the short-listing criteria, applicants must demonstrate experience and competency in the following areas:

|  |
| --- |
| 1. **Experience in a direct marketing environment (preferably in the charity sector) and knowledge of direct marketing recruitment and development techniques.**
 |
|  |

***(Max 250 words)***

|  |
| --- |
| 1. **Experience of working successfully with external suppliers to deliver direct marketing campaigns.**
 |
|  |

***(Max 250 words)***

|  |
| --- |
| 1. **Experience of using a fundraising database for direct marketing purposes.**
 |
|  |

***(Max 250 words)***

|  |
| --- |
| 1. **Strong planning and project management skills. Strong communication skills including experience of writing and commenting on fundraising copy.**
 |
|  |

***(Max 250 words)***

|  |
| --- |
| 1. **Excellent attention to detail and strong IT skills including Excel and Word.**
 |
|  |

***(Max 250 words)***

|  |
| --- |
| 1. **Please outline how you meet the enhanced selection criterion, as listed in Section 3 of the application pack**
 |
|  |

 ***(Max 500 words)***

|  |  |
| --- | --- |
| **SECTION 6:** | **EQUAL OPPORTUNITY RECRUITMENT MONITORING FORM – REF: DMEBEL** |

Concern Worldwide (UK) is committed to promoting equality, diversity and an inclusive and supportive environment for staff and volunteers. In particular Concern Worldwide will seek to ensure that people are treated equitably regardless of their gender, race, ethnic background, age, disability, socio-economic background, religious or political beliefs and affiliations, marital status, sexual orientation or other inappropriate distinction.

In order to do this, it is necessary to collect information from all employees and job applicants on the key characteristics which relate to equality and diversity in employment. The information collected will be used for monitoring purposes under the terms of the UK General Data Protection Regulation 2018.

In addition we monitor the community background of our job applicants and employees in order to demonstrate our commitment to promoting equality of opportunity in employment and to comply with our duties under the Fair Employment & Treatment (NI) Order 1998.

You are not obliged to answer the questions on this form and you will not suffer any penalty if you choose not to do so. Nevertheless, we encourage you to answer these questions. Your answers will be used by us to prepare and submit a monitoring return to the Equality Commission, but your identity will be kept anonymous. In all other regards your answers will be treated with the strictest confidence. We assure you that your answers will not be used by us to make any decisions affecting you, whether in a recruitment exercise or during the course of any employment with us.

Community Background:

Regardless of whether they actually practice a religion, most people in Northern Ireland are perceived to be members of either the Protestant or Roman Catholic communities.

|  |
| --- |
| **REQUEST FOR INFORMATION** |
| **Post Applied for:** | **Direct Marketing Executive, Concern Worldwide (UK), Belfast.** |
| **Date of Birth:** |  | **Gender:** | **FEMALE / MALE**(Please delete as appropriate) |
| **Disability:** | **YES / NO** (Please delete as appropriate)You should declare a disability if you perceive yourself as being at a disadvantage in obtaining, keeping or advancing your employment due to a physical, sensory, intellectual, dietary, communicative, psychiatric, allergic, or any other impairment. |
| **Health:** | Do you have any medical condition that could significantly affect your performance of the duties of the post for which you are applying?**YES / NO** (Please delete as appropriate) If **YES**, please give details: |
| **Religion:** | **I identify myself as:** (please tick or place an ‘x’ in the box) |
| **Catholic:** |  | **Protestant:** |  | **Other:** |  |
| **Nationality:**(Please specify) |  |
| **Ethnicity:** | You are asked to classify yourself in the category, which you feel most nearly describes your origin. If none of the specific groups are suitable please mark the relevant **Other** and **specify your ethnicity**.**I would consider my ethnic origin as:** (please tick or place an ‘x’ in the box) |
| **Indian:** |  | **Pakistani:** |  | **Bangladeshi:** |  |
| **Other Asian:** |  | **Caribbean:** |  | **African:** |  |
| **Chinese:** |  | **White – British:** |  | **White – Irish:** |  |
| **Other White Background – please specify:** |  |
| **Other Ethnic Background – please specify:** |  |

***Thank you for your cooperation in completing this form.***

***Concern Worldwide (UK) is an Equal Opportunities Employer.***

|  |  |
| --- | --- |
| **SECTION 7:** | **RETURNING YOUR APPLICATION** |

**IF YOU ARE RETURNING YOUR APPLICATION FORM VIA OUR WEBSITE OR BY EMAIL:**

**NB** Please return **ALL** pages as one document.

If you are returning your application via our web site, please upload your complete application document to the relevant job application section at <https://jobs.concern.net/jobs/> This Monitoring Form (Section 6) will be detached from Sections 4 and 5 and kept confidential. It will only be used for monitoring purposes and will not be used or seen by the shortlisting or interview panel.

**ALL APPLICATIONS MUST BE RECEIVED BY 9am on Monday 10th May 2021**

(Or if posting - by first post on this date)

* Late applications will not be considered
* Applications that are not fully completed will not be considered
* CVs will not be considered

**Please note that although the closing date is 10th May 2021, we would like to fill this role as soon as possible, in order to facilitate this, we will invite suitable candidates for interview as and when we receive the applications and consequently may end the recruitment process earlier than the closing date.**

If you have any queries about anything in this information pack please contact the HR Advisor at:

Lucy Asare-Akoto

Concern Worldwide,

13-14 Calico House,

Clove Hitch Quay,

London

SW11 3TN

Email: lucy.asare-akoto@concern.net