



Direct Marketing Officer  
Northampton  
Full time  
£24-28K

We are working with a National health charity to recruit an experienced Direct Marketing officer to join their busy Fundraising and Marketing team in Northampton.

The role will entail:

- To project manage individual direct marketing campaign
- To create appeals, postal and e-newsletters, raffles, telemarketing, F2F, e- mail broadcast, social media, PPC & DRTV
- To coordinate the data for all DM campaigns, proof checking and copywriting for all print materials and digital content
- To develop and implement strategies to promote tax effective ways of giving, including Gift Aid and Gift of Shares
- To deal with enquiries from donors
- To liaise with other departments, agencies and stakeholders

The ideal candidate will:

- Have at least 1 years' experience within a Direct Marketing role including digital and social media channels
- Be experienced in Copywriting, proofreading and project management Experienced with the use of databases
- Preferably have experience of working in the charity sector.

Please note we regret that due to the high volume of CVs received we cannot give individual feedback to candidates. If you are not contacted within 5 working days of submitting your CV please assume your application has been unsuccessful on this occasion. Lighthouse Placements Ltd. is an equal opportunities employer and committed to a policy of treating all employees and job applicants equally regardless of race, colour, ethnic origin, nationality, national origin, religion or belief, gender, sexual orientation, gender reassignment, age or perceived age, marital or civil partnership status or disability.