

JOB PROFILE: SENIOR SUPPORTER ACQUISITION EXECUTIVE

Role:	Senior Supporter Acquisition Executive	Date profile last reviewed:	January 2022
Name:		Reports to:	Direct Marketing Manager

MAIN SUMMARY OF ROLE:

To meet the Fundraising Strategy aim of doubling the supporter database by end 2024 and tripling it by end 2026, the postholder will lead the Fund's supporter acquisition activity. To maximise fundraising income and supporter relationships generated through both offline and digital activity. The postholder will take the lead on scoping, proposing and implementing supporter recruitment campaigns as standalone activity or to support other non-digital fundraising activity with the right message to the right people at the right time.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- With the Direct Marketing Manager plan the annual programme of supporter acquisition to meet the targets in the business plan.
- Create and manage the delivery of a wide range of offline and digital fundraising campaigns including a testing programme to identify the most effective channels for recruitment.
- Set relevant targets for programme and individual campaigns for recruiting both regular givers and cash donors.
- Achieve set targets for supporter recruitment, conversions and income from digital activities and monitor and evaluate income and ROI.
- Use income information, analytics, user research and audience insight to develop and optimise activity, identifying new target audiences to engage with and drive conversions.
- Create bespoke supporter journeys for each segment of new supporters.
- Produce and share regular analytical reports measuring campaign performance and impact.
- Ensure all Fund staff are kept up to date on supporter acquisition campaigns when appropriate.
- Complete monthly reforecasts and report variances with commentary to the Direct Marketing Manager.
- Have an understanding of Charity and Data Protection Regulation legislation including but not limited to, Institute of Fundraising, Charity Digital Code, Fundraising Regulator and Charity Commission Guidelines.
- Keep abreast of direct marketing trends and practice within the third and for-profit sector.
- Ensure all supporter acquisition activity reflects the Fund's brand guidelines, aims and objectives.
- Carry out any other duties within the scope of the role.

COMPETENCIES REQUIRED FOR THE ROLE

Essential	Desirable
<ul style="list-style-type: none"> • Delivering results and meeting stakeholder expectations • Creating and innovating • Analysing • Presenting and communicating information • Working with people • Adapting and responding to change 	<ul style="list-style-type: none"> • Writing and reporting • Deciding and Initiating Action • Persuading and influencing • Relating and Networking • Planning and Organising • Learning and researching

QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE

Academic or Professional Qualifications (or equivalent):

- | <u>Essential</u> | <u>Desirable</u> |
|---|--|
| <ul style="list-style-type: none"> Literate and numerate with a good standard of education | <ul style="list-style-type: none"> Membership of the Chartered Institute of Fundraising |

Knowledge/ Experience:

- | <u>Essential</u> | <u>Desirable</u> |
|---|--|
| <ul style="list-style-type: none"> Proven experience in managing supporter recruitment activity and thorough awareness of key channels Excellent understanding of digital marketing principles and best practices. Experience of delivering campaigns. Proven experience in delivering effective email marketing campaigns with a strong working knowledge of best practice. Experience of briefing and working with external agencies. Experience of using a fundraising database. Experience in creating supporter journeys. Adept in the use of MS Office applications | <ul style="list-style-type: none"> Experience of using the CARE database Experience in developing content for different audiences to drive conversion. Experience of recruitment through television |

Skills/Abilities:

- | <u>Essential</u> | <u>Desirable</u> |
|---|--|
| <ul style="list-style-type: none"> Works in a systematic and methodical way. Excellent oral and written communication skills with a thorough attention to detail. Follows instructions and adheres to policies and procedures. Manages time effectively, meets deadlines and prioritises workload. Works well as part of a team Writes clearly and succinctly, in a well-structured and logical way. Takes initiative, acts with confidence and works under own direction. Keeps abreast of digital trends and tools. | <ul style="list-style-type: none"> Strong interpersonal skills, relating well to people at all levels. Creative flair, with the ability to spot a good story or opportunity. |

Other Requirements:

- Travel to other Fund and UK locations (as appropriate).
- Such other duties that occasionally arise, which fall within the purpose of the post.

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date: