

SENIOR DONOR RETENTION EXECUTIVE



Permanent, Full Time

Salary circa £38,000 plus benefits

The Royal Air Force Benevolent Fund is the leading welfare charity supporting current and former members of the RAF, their partners and families, providing practical, emotional and financial support, whenever they need us.

This is a brand new role and would suit someone who has excelled in a similar role within a fundraising environment, or even in a similar marketing role in the private sector, to play a big part in defining, shaping and delivering the donor engagement strategy. The role has been created to support the new fundraising strategy objective to retain over 10k regular donors, and to drive deeper engagement with over 30k supporters. The postholder will have an opportunity to make a significant contribution to the Fund's long-term income.

You will be part of the Individual Giving Department (working specifically within the Direct Marketing team) maximising donor engagement through both offline and digital activity. The postholder will take the lead on scoping, proposing and implementing multi-channel stewardship campaigns with the right message to the right people at the right time.

You will have proven experience in managing donor stewardship / customer retention campaigns across a broad number of channels as well as setting and managing budgets and meeting KPIs. With experience of CRM databases, creating supporter / customer journeys and briefing and working with external agencies.

You will also have excellent communication and interpersonal skills and show initiative, flair and enthusiasm for the work of the Fund.

A detailed job profile is available on the Fund's website, www.rafbf.org. For an informal discussion about the role please contact David Centeno on David.Centeno@rafbf.org.uk

To apply, please [click on this link](#) and send your CV, together with a cover letter detailing why you believe you are suitable for this role, providing examples of how you meet the job profile when you apply through our recruitment portal.

The closing date for applications is **Monday 17th February 2025, 5:00pm**. Please note that due to the high number of applications expected, only candidates shortlisted for interview will be notified.

A copy of the Fund's Candidate Privacy Notice can be found on our [website](#). As an equal opportunities employer, the Royal Air Force Benevolent Fund is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership. We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join the Fund.

The Royal Air Force Benevolent Fund is a Registered Charity (No. 1081009).



EMPLOYER RECOGNITION SCHEME

SILVER AWARD 2023

Proudly supporting those who serve.



Registered with
**FUNDRAISING
REGULATOR**