

JOB PROFILE: SENIOR SUPPORTER RETENTION EXECUTIVE

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| Role: | Senior Supporter Retention Executive | Date profile last reviewed: | July 2025 |
| Name: | | Reports to: | Direct Marketing Manager |

MAIN SUMMARY OF ROLE:

The postholder will support our strategic aim of financial sustainability by retaining and engaging with our 10k strong regular donor base. The post holder will also focus on conversion uplift and maintenance of all warm Direct Marketing contacts, including cash donors, lapsed donors and those who have engaged but are yet to donate.

The role will incorporate both offline and digital channels. The post holder will take the lead on scoping, proposing and implementing supporter stewardship campaigns as standalone activity or to support other non-digital stewardship activity with the right message to the right people at the right time.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Lead the planning and delivery of the annual supporter stewardship and retention programme, taking ownership for meeting business plan targets and proactively identifying strategic improvements and new opportunities to enhance donor engagement and income.
- For assigned campaigns write a creative brief for the relevant agencies, source the content, monitor progress, expenditure budgets, approval process as well as the production process, proofing, setting up the fulfilment.
- Oversee the strategic development and delivery of segmented supporter journeys for new, existing and lapsing donors, managing agency and freelance input to ensure journeys are insight-led, integrated across channels, and continually optimised for effectiveness.
- Conduct donor research in partnership with agencies, then interpret the findings and apply the learning.
- Create and manage the delivery of a wide range of offline and digital stewardship campaigns including a testing programme to identify the most effective channels for retention, engagement and uplift.
- Produce and share regular analytical reports measuring campaign performance and impact, present findings to colleagues including the Executive Leadership Team where required.
- Establish strategic performance targets for stewardship campaigns across regular giving and cash donors, oversee robust tracking and analysis, and provide insight-led reporting to inform senior decision-makers and improve donor lifetime value.
- Set and achieve targets for supporter retention by lowering attrition rates on the regular giving donor base, as well as reactivating lapsed RG donors.
- Achieve agreed income uplift from RG upgrade campaigns.
- 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 activity reflects the Fund's brand guidelines, tone of voice, aims and objectives.
- Manage positive relationships with all direct marketing suppliers including media buyers, creative agencies, printers and payment processors.
- Carry out any other duties within the scope of the role.

COMPETENCIES REQUIRED FOR THE ROLE

| Essential | Desirable |
|---|---|
| <ul style="list-style-type: none"> • Analysing • Delivering results and meeting stakeholder expectations • Writing and reporting • Planning and organising • Deciding and initiating action • Entrepreneurial and commercial thinking | <ul style="list-style-type: none"> • Adapting and responding to change • Creating and innovating • Relating and networking • Applying expertise and technology • Presenting and communicating information • Following instructions and procedures |

QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE**Academic or Professional Qualifications (or equivalent):**Essential

- Minimum 3 years of experience working in an established fundraising team or equivalent Direct Marketing team in another sector.
- Literate and numerate with a good standard of education

Desirable

- Membership of the CIOF or similar recognised marketing qualification

Knowledge/ Experience:Essential

- Proven track record in leading successful mass market donor or customer retention and loyalty programmes, with a strong strategic grasp of key direct marketing channels.
- Excellent understanding of digital and offline marketing principles and best practices.
- Demonstrated success in leading complex, multi-channel direct marketing campaigns from concept through to evaluation.
- Proven experience in delivering multiple campaigns simultaneously.
- Experienced in building and managing high-performing relationships with agencies, ensuring delivery of strategic goals.
- Adept in the use of CRM databases, MS Office applications, advanced skills in Microsoft Excel for campaign analysis and reporting.

Desirable

- Experience of using the CARE database or similar
- Experience in developing content for different audiences to drive conversion.
- Experience of briefing in and interpreting Power BI dashboards.

Skills/Abilities:Essential

- Strategic thinker with a structured and analytical approach to planning, execution, and performance improvement.
- Excellent oral and written communication skills with a thorough attention to detail. Writes clearly and succinctly, in a well-structured and logical way.
- Follows instructions and adheres to policies and procedures.
- Manages time effectively, meets deadlines and prioritises workload.
- Collaborative team player who brings energy and leadership to cross-functional working.
- Proactive and confident decision-maker who works independently and takes ownership of delivery and outcomes.
- Keeps abreast of digital trends and tools.

Desirable

- 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: