

JOB PROFILE: SENIOR SUPPORTER ACQUISITION EXECUTIVE

Role:	Senior Supporter Acquisition 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 managing key income generation activities within the Direct Marketing team. Managing a program of acquisition activity designed to reach 10.5k active regular donors, optimising our existing key channels, managing supplier relationships and proposing innovations and new opportunities.

The role will incorporate both offline and digital channels. The post holder is encouraged to think innovatively and will have the opportunity to lead on any other key income generation activity proposed.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Lead the planning and execution of the annual supporter acquisition programme, taking ownership for delivering against business plan targets. Proactively identify and champion new opportunities to grow the donor base, presenting strategic recommendations and performance updates to senior leadership.
- Oversee the strategic development and end-to-end delivery of integrated fundraising campaigns across offline and digital channels, ensuring activity is insight-driven, aligned to income growth objectives, and optimised for cost-effectiveness and long-term value.
- Set relevant targets for the acquisition programme, recruiting both regular givers and cash donors.
- Achieve set targets for supporter recruitment, income and expenditure and monitor and evaluate income, retention and ROI.
- Use income data, user insight, and campaign analytics to drive data-led acquisition strategies, continuously optimising campaigns to improve ROI and donor conversion. Translate findings into actionable insights and communicate impact and recommendations clearly to senior stakeholders.
- Support with the creation of new fundraising products and propositions designed to attract new audiences and monitor their effectiveness.
- Collaborate with the Senior Supporter Retention Executive to ensure journeys are cohesive for all new donors recruited as they pass the 3 month point.
- Complete monthly reforecasts and report variances with commentary to the Direct Marketing Manager.
- Lead the production and delivery of analytical performance reports, providing actionable insight and strategic recommendations. Present key findings to senior leadership and cross-departmental stakeholders to inform future planning and organisational decision-making.
- Ensure all Fund staff are kept up to date on 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, 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"> • 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"> • 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 	<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 track record managing successful mass market donor or customer recruitment activity and thorough awareness of key direct marketing channels. • Excellent understanding of digital and offline marketing principles and best practices. • Experience of delivering successful multi-channel direct marketing campaigns. • Proven experience in delivering multiple recruitment campaigns simultaneously. • Experienced in building and managing high-performing relationships with agencies, ensuring delivery of strategic goals. • Experience of using a CRM database. • Experience in creating supporter/customer journeys designed to maximise loyalty, tailored to a range of audiences. • Adept in the use of MS Office applications, advanced skills in Microsoft Excel for campaign analysis and reporting. 	<ul style="list-style-type: none"> • Experience of using the CARE database • Experience in developing content for different audiences to drive conversion. • Experience of briefing in and interpreting Power BI dashboards.

Skills/Abilities:

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • 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. • Follows instructions and adheres to policies and procedures. • 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. • Writes clearly and succinctly, in a well-structured and logical way. • 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: <ul style="list-style-type: none"> • 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: