



Job Description and Person Specification

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by ActionAid from time to time. Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

Job title	Head of Supporter Growth – Acquisition, Product Development & Digital
Contract type	Permanent
Grade/starting salary	6B
Reporting to	Director of Fundraising
Direct reports	3 posts team of 6-7 (tbc subject to organisational review)

Context

Are you passionate about making a real difference?

As part of the global ActionAid family, we are helping to build a fair and just world where everyone can claim their rights. To achieve this we work with local people in more than 45 countries to fight hunger and disease, seek justice and education for women, hold companies and governments to account and help communities cope with emergencies.

In the UK our role is to raise funds to carry out programme work internationally, to motivate and engage our supporters and the general public and to campaign for change. We are a value driven, forward thinking organisation, focused on achieving long-term change through supporting our partners to make a sustainable difference.

Purpose of the Role

This role is responsible for the acquisition of new financial supporters and the development of new offers to attract new audiences to join and support ActionAid's mission. This role will also take leadership oversight for the Fundraising Department's digital strategy.

With a team of specialists this senior leadership role within the fundraising department will be responsible for driving sustainable income growth through developing and delivering an ambitious strategy of supporter acquisition and enabling the development of new products and propositions to facilitate this growth.

The person will maintain (evolving as appropriate) strategy, business processes, relationships and evaluation tools that support the delivery of exceptional income results against ambitious objectives.

Key tasks and responsibilities

STRATEGY DEVELOPMENT Oversee the development and delivery of the strategy to acquire financial supporters for ActionAid, create new products and lead the digital fundraising strategy in the UK across a range of channels, products & propositions.	10%
<ul style="list-style-type: none">Manage the development and implementation of the UK financial supporter acquisition strategy ensuring there is an appropriate balance between the core fundraising product child sponsorship and other lower return products thereby ensuring the maximum sustainable growth	

- Take ownership for the fundraising audience strategy using research and results together to inform audience segmentation and targeting
- Lead the development of new propositions and products to develop ActionAid's financial offer and thereby expand high return support and breadth of audiences attracted to ActionAid
- Oversight for the development and coordination of the fundraising digital strategy to ensure it supports the delivery of fundraising objectives within and beyond acquisition of new supporters
- Identify strategic opportunities for fundraising in line with ActionAid's fundraising vision

GROWING THE SUPPORTER BASE

25%

Responsibility for the growth of the mass individuals supporter base (£1-£4,999) through the delivery of a cost effective, diverse and ambitious acquisition plan

- Oversee the implementation of a two year recruitment strategy which is regularly adjusted to respond to changes in response rates, audiences and market sensitivities
- Management, development and evaluation of existing acquisition programmes to ensure they are appropriately targeted to deliver maximum results (cost per recruit; ROI & LTV)
- Ensure the core fundraising products have strong creative control recruitment propositions and product exchanges relative to competitors (child sponsorship; regular giving) to increase market share, and periodically test and evolve these to ensure they are the 'best' to market
- Work closely with Supporter Care and Supporter Value teams to develop appropriate supporter development and care strategies to maximise the results for recruitment of new supporters
- Oversight for the development, evaluation and management of existing and new recruitment channels to determine their potential value, ensuring they work in a complementary way and that the supporter development that follows supports the recruitment method used
- Develop capacity to maximise potential growth from emergencies
- Ensure we are positioned to capitalise on unplanned 'market' opportunities to improve results

PRODUCT, PROPOSITION & OFFER DEVELOPMENT

20%

Oversee the delivery of an effective product development programme that ensures ActionAid has a comprehensive range of 'offers' available in the UK to maximise the breadth and value of our supporter base.

- Develop and test a minimum of two new products and/or offers each year, along with maintaining a long term product evolution strategy towards expanding ActionAid's product portfolio and thereby potential target audiences
- Ensure the product portfolio of ActionAid UK meets the organisations need for unrestricted income and generates an appropriately restricted income that responds to both the market opportunities and organisations needs
- Ensure the development of the evolution of the product offering supports ActionAid's brand and desired market positioning in the long run
- Ensure the product offering is rich enough in both the on & offline environments.
- Support the team liaison with the Policy and Campaigns department to both develop and test financial offers that are appropriate for campaigning audiences and that the potential of campaigns to attract new financial supporters is maximised

DIGITAL FUNDRAISING

10%

Leadership oversight for the digital fundraising strategy and the development of increased competency in the digital arena

- Management oversight for a department wide digital fundraising strategy working closely with other fundraising heads and the communications team

- Directly ensure the supporter acquisition activities recognise the convergence between channels and that potential through digital channels is fulfilled – work with other heads to ensure their strategies and activities also achieve this goal
- Ensure the fundraising department’s digital fundraising is coordinated with communications
- Support the development of digital knowledge and skills across the fundraising department
- Work with communications to ensure their platform and other digital activities are coordinated with fundraising plans and needs
- Participate actively in the digital advisory board ensuring these experts value can be fully utilised

RESEARCH, PLAN, MEASURE, REPORT & EVOLVE	10%
Responsible for planning, reporting and performance management of the Supporter Growth function to support the achievement of exceptional results	

- Responsibility for oversight of supporter research, in particular responsibility to ensure research into key audiences and profiles is up to date and used by all fundraising teams
- Develop and coordinate the production of an annual plan and budget to enable implementation of strategy incorporating work with other teams and departments as appropriate
- Maintain high quality regular reporting on the results of ‘growth’ activity to key internal stakeholders as agree
- Working closely with data and insight take responsibility for careful analysis of the results of all growth activity and testing to inform evolution of the activities and strategy
- Provide clear and concise interpretation of management information for the Director of Fundraising and Director of Finance
- Ensure team provide accurate, timely and regular narrative on a monthly basis for management accounts including rolling forecasts
- Monitor results and income against plan and provide strategic thinking to respond to any changes in performance proactively

STAFF & AGENCY MANAGEMENT	15%
Lead, manage and motivate the Supporter Growth team and suppliers to continually seek to improve results in supporter growth	

- Lead the Supporter Growth function to ensure all staff work together within and beyond the team to maximise ROI & LTV of new supporters recruited and successfully deliver new products for the organisation
- Recruit and retain key team members and ensure all staff are managed to ActionAid polices and fully understand and are committed to ActionAid’s mission, values and fundraising strategy
- Develop workplans with team members and manage through one to ones and individual performance development programmes, addressing performance issues promptly
- Proactively ensure all staff are kept fully briefed on key management, communications and campaigning issues
- Ensure that communications between Chard and London-based staff within and beyond your department are excellent and effective
- Ensure staff communicate and work effectively with other teams and departments
- Select and support the management of suppliers ensuring the most effective and efficient combination of outsourcing to in-house expertise is achieved

General responsibilities	10%
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- Participate as a proactive member of the Fundraising Management team and the Leadership Group, providing strategic leadership on core responsibilities and providing advice and support to fellow team members
- Support the Director of Fundraising as required
- Act as ambassador to ensure relations between fundraising and other departments remain productive and deliver in line with strategic objectives

- Raise awareness of ActionAid as a major player in the fight against global poverty
- Represent fundraising needs to other parts of ActionAid to enable fundraising programmes to meet their objectives and maximise opportunities
- Contribute to building a culture of ambition, openness and innovation within the Fundraising Department and ActionAid
- Provide valuable input into development of the overall fundraising strategy and other fundraising and organisational team plans
- Work with ActionAid International and other countries fundraising to proactively share learning and develop best practice – representing ActionAid UK in international meetings as appropriate
- Keep abreast of social, marketing and fundraising trends and network with appropriate external organisations to inform thinking.

Person Specification	
Knowledge and Experience	
<i>Essential</i>	<i>Desirable</i>
Extensive senior experience (five years+) of management of an individuals giving acquisition programme in the non-profit sector including the recruitment of committed giving and one-off donors, across a number of organisations/causes	Experience of acquisition of Child Sponsor supporters
Current knowledge of the media environment online and offline, and experience integrating acquisition campaigns across a range of offline and online marketing channels, including search words; affiliate; website; TV; Face2Face; Press; Telephone; Outdoor, etc.	Agency direct marketing experience and experience using SMS as part of an effective fundraising programme
Proven experience of recent successful marketing product evolution and development and market expansion through the development of new offers, attraction of new target audiences and channel development	Experience of product development in the non-profit sector. Knowledge and ideally experience across a range of business development areas including merchandise; retail; and employee product development.
An exceptional direct marketer with the experience of balancing the use of direct marketing and brand marketing and knowledge of how they can be used to complement each other	Knowledge of integrating campaigning and fundraising messaging across the digital and off-line environment
Proven experience in digital marketing with current knowledge of trends, opportunities and challenges	Knowledge of how digital can be integrated across a fundraising programme and how capability can be developed
Experience of analysis of direct marketing techniques across a multimedia fundraising environment to drive results – including use of LTV, ROI and other KPIs Understanding of most current methods of attribution to deliver effective results monitoring and analyse	
Extensive experience of agency and supplier management in a marketing environment and, in particular, first hand experience of the creative process including the briefing of agencies and other suppliers to deliver high quality response driven communication	Experience of developing campaigns for use in the major fundraising channels, DRTV; face2face
Significant senior experience in leading and	Previous working experience in the

managing a team	development sector
Experience of developing and managing budgets and providing management information including forecasting against plan	Experience of fundraising for emergencies
Experience of commissioning and using market research and supporter/consumer insights to drive the development of a direct marketing programme	Knowledge of current research trends in target marketing and audience segmentation
Skills and Abilities	
Very ambitious inspiring fundraising leader with a history of exceeding challenging targets using existing and innovative practice	
A graduate or other professional qualification in a relevant discipline including – fundraising; direct/marketing; business management; communications; non-profit management	A post graduate qualification in a relevant discipline, e.g. MBA, Masters of Marketing etc.
Leadership ability and a positive ambitious attitude to change, challenges and opportunities	Exceptional influencing and persuasion ability
Excellent communications skills, both verbal and written	
A creative thinker with capability to convey creative concepts to others and work with staff and suppliers to deliver effective innovation	
Exceptional analytical skills and the ability to use results analysis to drive future fundraising performance	Experience of fundraising databases and statistical analysis
A finisher completer who thrives on managing and motivating people (internally and externally) to deliver challenging, ambitious objectives	
Commitment to promote and practice ActionAid's mission, vision and values	A deep understanding of poverty and developing countries through exposure

Core responsibilities of Heads of Teams:

Duty	Description
Job Purpose	<p>Supporting the Director, be responsible for strategic and operational management for a team, compiling organisational plans, developing strategy for area of activity, ensuring implementation and that performance targets and strategic objectives are met.</p> <p>Contributes to corporate policies and strategy.</p>
Budget/Financial	<p>Responsible for management of budget</p> <p>Take responsibility for the drawing up of department/team budgets or financial initiatives in line with monthly/quarterly deadlines.</p> <p>Work with the Finance team to produce forecast and financial team plans quarterly.</p> <p>Ensure expenditure is aligned with team plans and that there is monthly budgetary control as required, justifying any variances identified.</p>
People Management Responsibility	<p>Responsible for operational management of a group of staff to include, recruitment and selection, performance management including appraisals and development planning, sickness absence management, dealing with discipline and grievance issue and any other line management duties.</p>
	<p>Ensure performance management processes are robustly undertaken at all levels in support of strategic objectives including planning and delivery.</p> <p>In conjunction with team, facilitate the agreement of department priorities and objectives and translate these into team/department targets.</p> <p>Take responsibility for the financial performance of the department/team including the delivery of agreed activity and performance targets monthly or quarterly.</p> <p>Manage the department/teams performance against ActionAid UK's corporate financial KPI's.</p>
<p>Equality & Diversity</p> <p>Health & Safety</p>	<p>The post holder must at all times carry out his/her duties with due regard to ActionAid UK's Equal Opportunities Policy, Dignity at Work Policy and standards of behaviour.</p> <p>Take responsibility for the Health, Safety and Welfare of self and others and to comply at all times with the requirements of the Health and Safety Regulations and the Trust's Health and Safety Policies and Procedures</p> <p>It is the responsibility of the post holder to ensure that all duties are carried out to the highest possible standard, and in accordance with current quality initiatives within the area of work</p> <p>This job description will be subject to regular review and amended to meet the requirements of the role.</p>