



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 Value & Experience
Contract type	Permanent
Grade/starting salary	6B
Reporting to	Director of Fundraising
Direct reports	4 posts (tbc subject to organisational review) – approx 15 in team

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 development of financial supporter value and experience (post acquisition) across the mass individuals giving programme (£1-£4,999).

With a team of specialists this senior leadership role within fundraising is responsible for the development and implementation of the supporter value strategy to drive sustainable income growth. This includes ownership of the Supporter ‘value driven’ journey and direct responsibility for supporter communication, legacies, upgrade and supporter experience (including events) programmes to maximise supporter value and engagement and ensuring these programmes are integrated across the fundraising function.

This 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 & OVERSIGHT

Oversee the development and delivery of the **value strategy** to increase the value of financial supporters for ActionAid in the UK using an integrated range of tactics which include: supporter communications – including digital; events; community engagement; legacies; and upgrade programmes delivered through a strong cohesive supporter ‘value’ driven journey.

10%

- Manage the development and implementation of the UK ‘existing’ financial supporter (£1-4999) value strategy to increase supporter value and thereby generate income growth

- Take ownership for the development and management of the supporter *value driven journey* to ensure maximum supporter value and a cohesive hierarchy to enable department wide prioritisation and agency wide coordination around financial asks and supporter communication
- Oversee development and delivery of a supporter experience strategy to support value growth
- Ensure digital strategies for supporter development are integrated across the supporter journey and work closely with the Supporter Growth team to ensure wider integration across digital channels for the whole supporter journey.

INCREASING SUPPORTER VALUE

20%

Develop supporter’s financial value (post acquisition) activity ensuring income growth across the mass individuals giving programme (£1-£4,999) through the development and evolution of supporter value products and propositions.

- Management, development and evaluation of existing programmes including appeals; gifts in action; upgrades; middle donors; event participation; and community engagement to ensure they deliver maximum value
- Work closely with supporter care to develop an appropriate supporter care strategy to maximise the value supporter care generates
- Management oversight of the events and community engagement strategy to ensure this changing area evolves to deliver on acquisition and value targets
- Oversight for the development, evaluation and management of new programmes to determine the products and offers that will maximise supporter value including the integration of digital and development of new events and community engagement products
- Oversight of the middle donor programme ensuring value is maximised from middle donors, that the programme is integrated with lower level upgrade and cross sell activities and the appropriate movement and management of donors between the ‘lower level’ Supporter Value programme and the personalised approach of the Philanthropy and Partnerships team is facilitated using ongoing measurement of key milestones across the supporter journey.

INCREASING RETENTION

15%

Oversee the delivery of an effective relationship building programme for supporters aligned to the supporter value journey and brand which enhances retention, commitment and understanding

- Strategic responsibility and management oversight for the supporter communication programmes, both those developed in the UK and delivered by country programmes, to ensure they are integrated, relevant and maximise retention
- Work closely with supporter care to develop an appropriate supporter care strategy to maximize retention and positive supporter experience
- Management oversight for all supporter welcome processes
- Develop and maintain ActionAid’s profile with supporters in a way that enhances their retention and understanding of ActionAid’s work – developing measures to monitor these shifts
- Support the team to work with the policy and Campaigns department to integrate supporter participation in campaigns in a way that isn’t counter to income objectives and facilitates the maximum sustainable engagement
- Work closely with the Head of Supporter Growth to ensure increased use of digital and effective integration between on and off line communications throughout the supporter journey.

CREATING ‘AMAZING’ SUPPORTER EXPERIENCE

10%

Using events and community engagement deliver an ‘exceptional’ value enhancing supporter experience

- Management oversight for an organisation wide financial supporter experience strategy

- Support the development and implementation of a programme of events that delivers value either through introducing new audiences or benefits value and retention
- Support the evolution of ActionAid’s community engagement programme to be a core part of the supporter journey and complementary to other acquisition, value and retention generating activities, includes digital communities.

LEGACY INCOME GROWTH	10%
Responsible for the growth in legacy pledges and medium term income growth	

- Management oversight for an organisation wide legacies strategy
- Oversight support to ensure cross organisational plan to integrate legacies across our supporter and external communications activities is achieved

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

- 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 value and experience activity to key internal stakeholders as agree
- Working closely with data and insight take responsibility for careful analysis of the results of all supporter value 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 Value & Experience team and suppliers to continually seek to improve the supporter experience and maximise supporter value	

- Lead the Supporter Value & Experience function to ensure all staff work together within and beyond the team to maximise supporter value and improve the supporter experience
- 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 AA 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 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 AAUK 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 (more than five years) in management within individuals fundraising in the non-profit sector. This experience will be across a number of organisations/causes and include responsibility for the development of supporter value and retention	Experience of development of a range of different supporter groups – including child sponsors
Proven exceptionally high level direct marketing experience with the ability to use financial and performance analysis (including LTV, ROI & measures of satisfaction) and supporter insights from research to drive a mass supporter development programme and increase returns	Understanding of the most current methods of research and attribution to deliver income growth and monitor results
Experience developing and integrating supporter communication, value and experience programmes using a range of communications strategies and tactics including: Mail, Phone, Digital and events.	Agency direct marketing experience
Experience of developing and managing a supporter journey to facilitate the effective financial development of supporters	Knowledge of integrating campaigning and fundraising asks and messaging across the digital and off-line environment
Proven results and direct extensive current experience using digital assets including social networking to deliver supporter income growth and engagement from existing supporters	Understanding of brand marketing and the relationship between brand and response driven communication
Knowledge and understanding of legacy fundraising and current industry best practice	Experience delivering growth in legacy income
Experience of using community engagement to enhance supporter engagement and LTV	Experience of managing fundraising events and product development
First hand experience of the creative process including the briefing of agencies and other suppliers to deliver high quality response driven communication	Knowledge and ideally experience across a range of business development areas including merchandise; retail; and employee product development.
Extensive team leadership and management experience – experience of managing managers to deliver great results	Previous working experience in the development sector
Experience of developing and managing budgets and	Experience of fundraising for emergencies

providing management information including forecasting against plan	
Experience of negotiating contracts and managing relationships with agencies	
Skills and Abilities	
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, 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>