

## ROLE PROFILE

<b>Role Title:</b>	<b>Market Development Manager – Supporter Marketing</b>
<b>Division/ Department:</b>	<b>Market Development Team- International Fundraising and Communications</b>
<b>Reporting To:</b>	<b>Acting Head of Market Development</b>
<b>Location:</b>	<b>London</b>
<b>Role Purpose:</b>	To ensure voluntary fundraising income (in particular income generated through individual supporters) is maximized by providing strategic and technical fundraising support to ActionAid’s national fundraising programmes
<b>Key Contacts: (Internal and External)</b>	Market Development Team, International Communications, Child Sponsorship and Supporter Care, Heads of Fundraising, Country Directors, International Finance
<b>Grade:</b>	<b>International B</b>

<i>Key accountabilities</i>	<i>Key elements</i>	<i>% time</i>
<b>Develop and manage appropriate control and evaluation systems to ensure that we have sufficient knowledge to continually improve fundraising performance across all the markets</b>	<ul style="list-style-type: none"> <li>• Monitor performance of national fundraising programmes against agreed KPIs, national strategies, plans and investment agreements</li> <li>• Provide the International Fundraising Team and the national Heads of Fundraising with proactive advice and input on the progress of activity against plans and strategy</li> <li>• Proactively identify areas of potential risk and opportunity and provide advice on appropriate redirection or re-forecasting as needed</li> <li>• Monitor and ensure compliance with policies and procedures (working with Internal Audit)</li> <li>• Provide intensive support to fundraising programmes through the planning process and provide detailed analysis to key stakeholders such as IDs</li> <li>• Produce detailed end of year report on fundraising performance</li> </ul>	25%
<b>Develop the fundraising capability of staff across ActionAid’s voluntary fundraising programmes in order to maximize income</b>	<ul style="list-style-type: none"> <li>• Provide on- going technical and strategic support to national fundraising staff including supporting them to implement ActionAid’s new international funding strategy</li> <li>• Develop an induction pack for supporter marketing staff and run supporter marketing inductions</li> <li>• Co-ordinate special interest fundraising groups to encourage bilateral working and contribute to the professional development of fundraisers (e.g. Digital Group, FA Supporter Care team the and F2F group)</li> <li>• Update the International Fundraising Framework</li> <li>• Hire, train and coach fundraising staff as needed</li> </ul>	25%

<p><b>Design and implement systems, processes and policies that continually raise the bar of fundraising performance</b></p>	<ul style="list-style-type: none"> <li>• Support the development and implementation of ActionAid's new 5 yr income generation strategy</li> <li>• Support the development and implementation of the new CS funding model</li> <li>• Contribute to the management of the Fundraising Investment Fund</li> <li>• Update best practice supporter care guidelines</li> <li>• Develop best practice retention guidelines</li> </ul>	<p>25%</p>
<p><b>Maintain an external fundraising focus for the team and the wider fundraising community</b></p>	<ul style="list-style-type: none"> <li>• Keep abreast of social, marketing and fundraising trends and network with appropriate external organizations to inform thinking</li> <li>• Share new developments regularly with the fundraising community so that the Market Development is seen as contributing significant added value</li> </ul>	<p>15%</p>
<p><b>General responsibilities</b></p>	<ul style="list-style-type: none"> <li>• Contribute to building a culture of ambition, openness and innovation within the ActionAid Fundraising community as well as with County Directors and Board Members</li> <li>• Participate as a proactive member of the Market Development Team attending meetings and providing advice and support to fellow team members</li> <li>• Attend training sessions delivered by other teams within the function to develop the Market Development Team's skills as 'specialists' and also 'generalists' across other areas e.g. IPD &amp; Communications</li> </ul>	<p>10%</p>

## ***Role related knowledge, skills and experience***

### **Essential**

#### Professional Experience, Knowledge & Skills

- Demonstrable experience as a successful fundraising manager, preferably including non-profit organizations
- Solid experience of acquiring and managing a base of regular giving supporters, with proven expertise in various fundraising techniques including new media
- Excellent analysis skills and experience of assessing fundraising performance across a broad range of fundraising methods
- Ability to analyse and prepare detailed fundraising forecasts and budgets
- Presentation and facilitation skills
- Training, coaching and mentoring experience
- Professional qualification in a marketing related discipline

#### Capabilities and Aptitudes

- Exceptional interpersonal and relationship building skills across cultures, with the ability to motivate, inspire and lead others.
- Strong problem solving and strategic thinking skills with experience of and an aptitude for strategic planning
- Positive attitude to challenges and opportunities
- Excellent communications skills, both verbal and written
- A strong commitment to develop, promote and practice AAI's vision, mission, values and strategy
- Ability to travel regularly and extensively

### **Desirable**

- Experience of child sponsorship funding mechanism
- Experience of developing and maintaining a supporter services team and a communications programme for retention of supporters
- Experience in fundraising in international markets
- Experience in setting up and supporting start up operations