



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	Supporter Retention Manager
Contract type	Fixed-term, 12 month (Maternity Cover)
Grade/starting salary	Grade 5/£35,098-£37,575 p/a
Reporting to	Head of Retention & Development
Direct reports	None

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

To manage and implement key stewardship activities to ActionAid's financial supporters in order to ensure a market leading supporter experience and to contribute to the overall retention and development of the supporter base.

Key tasks and responsibilities

Retention & Development

- Assist in the development, management and implementation of a supporter retention strategy, action plan and budget
- Partner with the Retention and Development department and Recruitment and Engagement team to ensure the supporter journey is seamless and relationship enhancing for all supporter types from welcome stage onwards
- Work with the Head of Retention and Development and team as well as the Data and Insight and Supporter Care teams, to agree a monitoring and testing framework to monitor the various communication trails to optimise supporter satisfaction, and ensure they reflect key messages and priorities of the organisation

- Liaise effectively with fundraising and Supporter Care teams to ensure all elements of stewardship communications are accurate, timely, appropriate and market leading
- Work closely with the Data and Insight team to agree trigger based selections for key supporter stewardship communications
- Keep abreast of trends and development in the UK fundraising marketplace (and awareness for global fundraising trends) relevant to individual giving, to identify, assess and pursue new fundraising opportunities for ActionAid.

Key projects

- Manage and co-ordinate the agreed test communications plan for a key supporter segment, and to ensure the success criteria is monitored
- Manage the co-ordination and creation of emergency supporter communications in keeping with the agreed emergency SLA and protocol to ensure the quickest turnaround possible.
- Represent Supporter Marketing on the Emergency Task Force sub group
- Lead the implementation of key supporter marketing projects including the biennial supporter research

Person Specification

Knowledge and Experience	
<i>Essential</i>	<i>Desirable</i>
An experienced fundraising professional with a proven track record in a range of supporter development activities including telemarketing, appeals, Emergency communications	Degree level education or equivalent
Proven experience in a senior direct marketing role within a significant direct marketing programme	Experience of managing or co-ordinating supporter research projects
Experience of contributing to the development of a fundraising strategy	Experience working for an INGO and charity sector
Experience of developing, monitoring and forecasting on plans and budgets	
Experience of project managing multiple and complex campaigns simultaneously	
Knowledge of current supporter retention best practice	
Experience of managing a variety of direct marketing suppliers (inc Telephone and DM creative agencies)	
Knowledge of the fundraising marketplace and the trends, opportunities and issues facing individual giving	

Skills and Abilities	
Excellent demonstrable strategic thinking and decision making skills	
Excellent problem-solving and analytical skills	
Good IT skills	
Strong project management and organisational skills	
Highly numerate with strong analytical and reporting skills	
Strong creative judgement and good copy writing skills	
Excellent written and verbal communication skills and ability to engage with staff at all levels, across all departments	
Ability to work in a fully integrated way with a team based at another site	
Willingness and ability to travel overseas <i>if</i> required	
Commitment to ActionAid's mission, vision and values, with a focus on Women's Rights	