

Friends of the Earth – Job Description

Job title	IG Supporter Experience Manager
Reporting to	Head of Individual Giving
Team	Individual Giving
Career stage	Grade C
Contract type	Permanent
Line management	2 x Individual Giving Officers

Purpose of the role

To develop, deliver and manage the Individual Giving Supporter Experience programme, leading the management and implementation of its strategy to maximise the value of our existing donors through inspiring and compelling supporter journeys.

Key responsibilities and tasks

Supporter Experience

- Manage the Individual Giving Supporter Experience programme, coordinating a portfolio of projects that delivers on development, retention, stewardship and satisfaction
- Maintain a portfolio that has a balance of channels relevant to the donors we are communicating with, utilising print, telephone and online opportunities as appropriate
- Monitor programme performance, making tactical and strategic recommendations to enhance KPIs, focusing on retention, return on investment and lifetime value
- Identify opportunities to engage existing donors with inspiring and relevant supporter communications that encourage loyalty and increased value
- Liaise with IG Supporter Recruitment Manager to utilise supporter journeys to increase retention and value of new donors
- Monitor and analyse performance of IG Supporter Experience programme, report regularly on progress and key learnings, and prioritise team's work accordingly
- Play a key role in managing our Supporter Standards work, looking for ways to increase donor engagement and satisfaction

Financial

- Lead on creation of annual income and expenditure budgets and activity plans for the IG Supporter Experience programme, coordinating with IG Supporter Recruitment programme
- Prepare monthly variance reports and quarterly reforecasts for the programme
- Monitor programme expenditure to obtain best value for money and in accordance with Friends of the Earth's financial policies and procedures

Cross-organisational/external

- Work with multi-discipline campaign teams to co-create engaging and impactful plans to ensure the organisation maximises fundraising and donor engagement opportunities across our priority campaigns
- Work with key colleagues to source engaging content for effective donor communications
- Work closely with Organisational Insight team to prioritise data analysis and testing across the programme
- Work closely with Supporter Care team to embed supporter experience principles across the organisation
- Build and maintain strategic relationships with external agencies and suppliers, leading on negotiations and performance reviews. Ensure objectives are met and value for money is achieved
- Stay up to date with Friends of the Earth's campaigns and wider work to protect people and planet

- Keep abreast of not-for-profit sector trends and developments and broader marketing and consumer behaviour trends and insights

Team

- Line manage two Individual Giving Officers, supporting them to achieve team and personal objectives
- Project sponsor all IG Supporter Experience projects, managed by the Individual Giving Officers
- Deputise for the Head of Individual Giving as and when required

Be aware of and follow Friend of the Earth policies and procedures, with particular attention to Risk Management, Equality, Diversity & Inclusion, and our values. You will be required to attend training as necessary and update own CPD record.

Person specification

Essential

- A proven track record and experience of fundraising from individuals, either donor recruitment or retention or in direct marketing within the commercial sector
- Experience of using CRM databases to drive effective direct marketing activity – including ability to analyse and interpret complex data to make evidence-based recommendations.
- Experience of setting and managing budgets, monitoring results and financial performance in income and expenditure
- A supporter-centric approach to fundraising and passionate about providing an excellent supporter experience
- Good level of organisational, time management and project management skills
- Excellent written and verbal communication and presentation skills
- Proactive, works well under pressure and is ideas-led
- A proven track record of delivering successful fundraising projects independently and as part of a team, including supporting others to deliver to agreed standards
- Knowledge of relevant compliance including Fundraising Code of Practice, CAP code, GDPR, fundraising regulatory framework and complaints handling requirements in relation to Individual Giving
- A good understanding of the not-for-profit fundraising sector, and the latest trends and techniques in direct marketing

Desirable

- Experience of writing and implementing direct marketing strategy
- Line management experience
- Experience of using the CARE NG database
- Experience of using Microsoft Dynamics
- Experience of using Power BI reporting platform

Date approved	April 2016
Date reviewed	November 2021

This job description is current as at the date shown above. In consultation with the post-holder, it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.