Acquisition & Retention Executive Job Description

Role Title	Acquisition and Retention Executive
Rank	5, 0.8 FTE
Salary	Up to £33,000 FTE /£26,400 pro-rata 30 hours per week
Reports to	Senior Individual Giving & Lottery Manager
Direct Reports	n/a
Notice Period	1 month
DBS Check	Enhanced & Barred
Team and Directorate	IG&L – Fundraising – Income Generation
Contract and hours	Permanent, part time, 30 hours per week
Location	Hybrid, average of 2 days in the office per week
Date	November 2026

Summary of the Role's Main Purpose

The Acquisition & Retention Executive is a newly created role within the Individual Giving & Legacies Team, established as part of a wider fundraising team restructure to strengthen the charity's regular giving programme and support long-term, sustainable income growth.

Reporting to the Senior Individual Giving & Lottery Manager, the postholder will play a pivotal role in growing the charity's regular income through the acquisition of new Lottery players and Regular Givers, whilst developing effective retention and stewardship programmes that maximise supporter lifetime value. Working with external agencies, telemarketing partners and internal stakeholders, the role will focus on recruiting, retaining and developing loyal supporters through effective donor journeys, data-driven decision-making and exceptional supporter experiences.

This is an exciting opportunity for an individual who is passionate about supporter acquisition, donor stewardship and fundraising growth, helping to build a sustainable base of supporters who will contribute to the charity's future success.

Main Duties and Responsibilities

- Support the delivery of the charity's Individual Giving and Lottery Strategy, with a particular focus on supporter acquisition and retention.
- Lead the day-to-day management of supporter acquisition activity across Regular Giving and Lottery programmes to achieve agreed income and recruitment targets.
- Manage relationships with acquisition suppliers and partners, including telemarketing agencies, face-to-face fundraising agencies and digital acquisition partners.
- Coordinate acquisition campaigns from planning through to implementation, ensuring activity is delivered on time, within budget and to agreed objectives.
- Monitor and evaluate the effectiveness of acquisition channels, making recommendations to improve performance, return on investment and supporter value.

- Develop and implement donor retention and stewardship journeys designed to enhance supporter engagement and reduce attrition across Lottery and Regular Giving programmes.
- Deliver effective supporter communications throughout the donor lifecycle, ensuring supporters receive timely, relevant and engaging stewardship.
- Analyse supporter behaviours, campaign performance and attrition trends to identify opportunities for growth, retention and supporter development.
- Work collaboratively with colleagues, agencies and suppliers to develop compelling fundraising propositions and supporter communications.
- Support the development and testing of new acquisition and retention approaches, using insight and data to inform decision-making.
- Maintain accurate campaign records, supporter data and performance reporting using the charity's CRM system and reporting tools.
- Produce standard supporter selections and mailing lists from Beacon for campaigns and appeals, following agreed data standards.
- Monitor expenditure and income performance against agreed budgets and targets.
- Ensure all acquisition and stewardship activity complies with data protection legislation, fundraising regulations and best practice guidance.
- Contribute to forecasting, budgeting, reporting and strategic planning for Regular Giving and Lottery income streams.
- Work collaboratively with the Supporter Experience & Retention Team to deliver integrated supporter experiences and fundraising outcomes.
- Through your activity, support the delivery of the In Memory strategy, ensuring this motivation for giving is weaved throughout.

Other Duties

- Attend team meetings, training sessions and organisational briefings as required.
- Represent the charity at internal and external meetings, events and supplier discussions as appropriate.
- Maintain an awareness of sector trends, innovations and best practice in Individual Giving, Regular Giving, Lottery fundraising and supporter retention.
- Comply with all organisational policies and procedures, including health and safety, safeguarding, equality, diversity and inclusion, confidentiality and data protection requirements.
- Undertake any other duties commensurate with the level and responsibilities of the post as reasonably required by the Senior Individual Giving & Lottery Manager, Head of Fundraising or other senior managers.

Person Specification

Essential criteria

- Knowledge of Individual Giving fundraising, particularly Regular Giving and donor acquisition programmes.
- Understanding of donor retention principles, supporter journeys and lifetime value management.
- Experience of managing fundraising suppliers, agencies or external partners.
- Ability to analyse campaign performance, supporter data and trends to inform decision-making.

- Understanding of direct marketing channels, including telemarketing, digital acquisition, direct mail and supporter stewardship communications.
- Experience of using CRM databases to manage supporter information and campaign performance.
- Strong project management and organisational skills.
- Competent use of Microsoft Office applications, particularly Excel for campaign analysis and reporting.
- Understanding of GDPR, data protection legislation and fundraising regulation requirements.
- Experience working within fundraising, marketing, customer acquisition or supporter engagement roles.
- Experience of delivering acquisition, retention or direct marketing campaigns.
- Experience of managing external suppliers, agencies or service providers.
- Results-focused with a strong commitment to achieving growth targets.
- Highly organised with excellent attention to detail.
- Creative and curious, seeking opportunities to improve supporter recruitment and retention.
- Strong communication and relationship-building skills.
- Collaborative and supportive, working effectively across teams and with external partners.
- Proactive and self-motivated, with the ability to work independently.
- Adaptable and resilient, responding positively to changing priorities and opportunities.
- Committed to the values, vision and mission of the charity.

Desirable criteria

- Experience of Lottery fundraising, Regular Giving programmes or Individual Giving fundraising.
- Experience of telemarketing, face-to-face fundraising or donor acquisition agencies.
- Knowledge of supporter lifecycle planning and retention strategies.
- Experience of marketing automation, segmentation and supporter journey development.
- Experience of using fundraising CRM systems such as Beacon.
- Understanding of fundraising KPIs, ROI measurement and lifetime value analysis.

General

Helen & Douglas House is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The postholder must follow HDH safeguarding policies and procedures at all times.

The postholder must maintain strict confidentiality and handle personal data in line with UK data protection law and HDH policy, follow HDH health and safety policies, and uphold HDH's commitment to equality, diversity and inclusion.

This job description sets out the main responsibilities of the role. It is not exhaustive. The postholder may undertake other reasonable duties consistent with the role. HDH will discuss any changes to the role with the postholder but the job description and person spec are non-contractual and may be changed at any time to suit the needs of the organisation.