

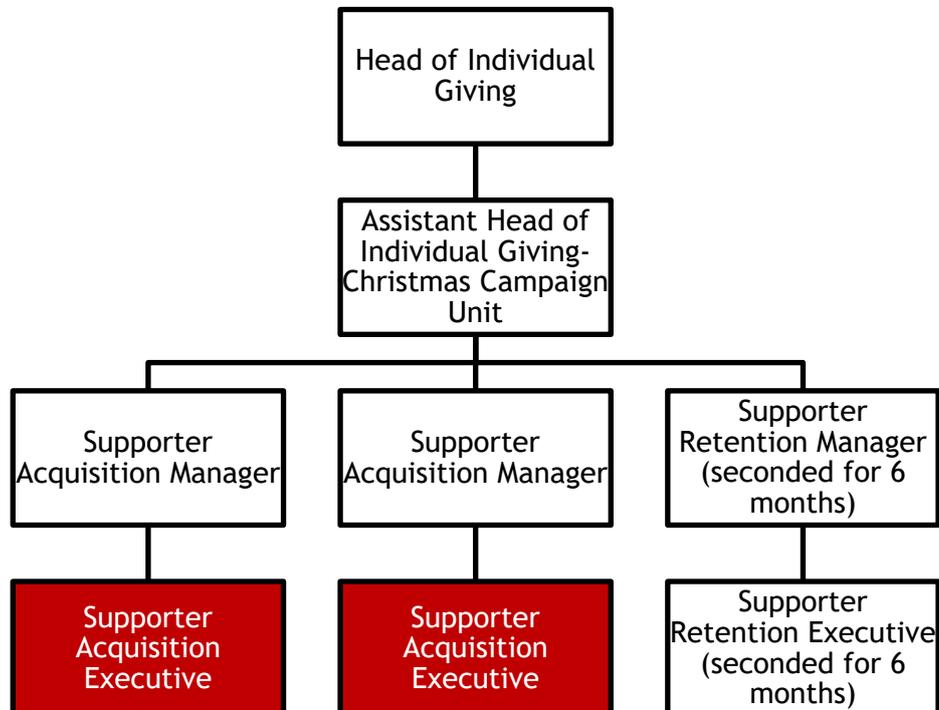


JOB PROFILE

Job title:	Supporter Acquisition Executive
Purpose:	The purpose of the role is to support the delivery of acquisition campaigns and projects, helping the team to raise income and recruit new donors, primarily at Christmas time.

This role sits in the Christmas Campaign Unit of the Individual Giving Section. The Supporter Acquisition Executive is an exciting role providing the opportunity to gain a solid understanding of all aspects of cold recruitment campaigns and mass marketing, both through online and offline channels. While the focus will be on supporter acquisition, there will also be opportunities to be involved in the wider team's work, including with supporter retention and experience.

Organisation Chart



Report to:	Supporter Acquisition Manager
Accountable to:	Assistant Head of Individual Giving - Christmas Campaign, Head of Individual Giving
Key working relationships:	<p><i>Internally</i> Supporter Acquisition and Innovation Unit, Supporter Retention and Experience unit, Legacy Section, Donor Services, Data team, other fundraising unit, Media & Digital teams, Video Production unit</p> <p><i>Externally</i> Print management agency, Copywriters, Freelance designers, Media agencies, Creative agency, Digital and Telephone agencies.</p>
People management:	There are no people management responsibilities
Operating budget:	There are no operating budget responsibilities

You will...

- Support the Supporter Acquisition Manager with the planning and implementation of recruitment activity leading on assigned tasks, specifically acting as the day-to-day contact for all internal stakeholders and external suppliers.
- Lead and project manage assigned supporter acquisition appeals and relevant welcome journeys, across a range of online and offline channels and media (including mailings, TV, press, inserts and digital).
- Compile results weekly and circulate to the wider team and supporting the Acquisition Manager to provide insights and recommendations to help the team refine and optimise future appeals.
- Support the Supporter Acquisition Manager with the planning and implementation of recruitment activity leading on assigned tasks.

- Support in the research, testing, roll out and monitoring of new product development projects.
- Support in gathering and collating project information to ensure the team has a bank of compelling, emotive stories to feature in appeals.
- Collate and distribute information on supporters, competitors and fundraising best practice to help shape the Individual Giving programme.
- To process third party invoices for approval, tracking against the expenditure log.
- Stay up-to-date with changes in the regulatory environment e.g. Fundraising Regulator Codes, Information Commissioner's Office guidance, Data and Marketing Association code updates to help ensure the correct guidance is followed and implemented.
- Fulfil your duties in alignment with all relevant Salvation Army and statutory policies and procedures including health and safety, safeguarding, data protection, equality and diversity.

You have...

- Good previous experience of working successfully in a fundraising role contributing to the delivery of team income targets (A,I)
- A basic knowledge of the relevant regulatory environment and compliance requirements including Fundraising Regulator Codes, ICO guidance, DMA (A,I)
- Demonstrable good communication skills, both written and verbal, with the ability to convey information to supporters and colleagues in a clear, effective and professional manner (A,T,I)
- Good interpersonal skills with the ability to develop successful and collaborative working relationships (A,I)
- Proven good organisational skills to plan, prioritise and manage your tasks to meet your objectives to the expected standards and time scales both as an individual and as part of a team, with minimal supervision (A,T,I)
- A self-motivated, motivating, flexible, adaptable and energetic approach to your work (A,I)
- Proven good experience of using Microsoft Office (Word/Excel/PowerPoint) and Outlook, Teams and databases to perform and enhance your work duties (A,I)

- A high level of English and good numeracy to enable you to fully perform all required duties of the role (A,I)
- The ability and willingness to work within and be empathic with the Christian ethos and values of The Salvation Army (A,I)

You may have...

- Experience of working in an Individual Giving fundraising or marketing environment (A,I)
- Experience of project management (A,I)
- Understanding of charity market-place and competitors (I)

How criteria will be assessed - (A) application form; (I) interview; (T) test; (P) presentation and (R) references.

We expect you to exhibit behaviours that model our values of integrity; accountability; compassion; passion; respect and boldness

This is the job profile as it is constituted at the date shown. It is the practice of The Salvation Army to examine job profiles in order to update them periodically and ensure that they relate to the job being performed, or to incorporate any proposed changes.