

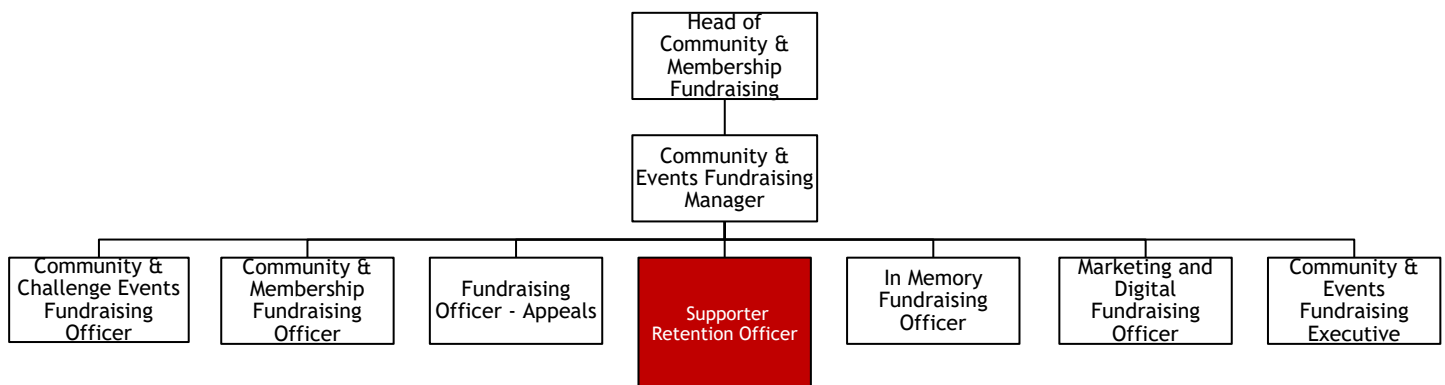


JOB PROFILE

Job title:	Supporter Retention Officer
Purpose:	With a specific focus on supporter retention, this role is tasked with the day-to-day project management of our supporter retention strategy over the next 12 months. This includes a strong emphasis on crafting supporter journeys, fostering supporter loyalty, maximizing income generation from current supporters, and ultimately helping the team to raise an income of £3.2 million. You will work in partnership with the Events & Community Fundraising Manager, and you will assist the Community and Membership Fundraising team, along with the broader department, in delivering outstanding stewardship across the Community and Membership fundraising portfolio.

This new role sits in the Community and Membership Fundraising Section, which is part of the Marketing & Fundraising Department. A central pillar to the Community and Membership Fundraising strategy is delivering an excellent supporter experience for all community and event fundraisers. This post will be key in leading on the project management and implementation of ambitious retention plans which will include the development of new initiatives, with a strong focus on developing supporter journeys to drive loyalty from our community and event fundraisers. You will use data and insight to underpin your plans and decision making. You will also contribute to the wider Community and Membership Fundraising strategy and Department plans, delivering ambitious fundraising goals.

Organisation Chart



Report to:	Community & Events Fundraising Manager
Accountable to:	Head of Community & Membership Fundraising
Key working relationships:	Data and Donor Services team, Legacies, Individual Giving team, Philanthropy team, relevant units in the Mission Service, Local Mission Units, Divisional leadership, corps officers and centre managers, Regional Communications Officers, Procurement, Finance Department, external agencies.
People management:	There are no people management responsibilities
Operating budget:	Responsible for project spend - up to xxx per project

You will...

- Be responsible for the day-to-day project management of our ambitious supporter retention strategy over the next 12 months. For each new project, be responsible for research and brief, creative, testing targeting, results, review and recommendations, and managing the project to agreed timeframes and budgets.
- Take the lead on the Development and delivery of retention and loyalty activities that support the Community and Membership Fundraising strategy and will increase lifetime value while delivering exceptional supporter experience. Responsible for all areas, from research to delivery, and ongoing monitoring, reporting and optimisation.
- Be responsible for thoroughly reviewing results and extracting learnings to optimise future performance, questioning assumptions, and seeking further insight to inform recommendations and decision-making.
- You will use a range of on and offline channels to develop outstanding engagement campaigns and supporter journeys for our community and event fundraisers that are personalised and segmented based on supporter needs.
- Deliver activities and campaigns within the supporter retention plan and activities in line with the Community and Events Fundraising strategy.
- Demonstrate the financial effectiveness of your strategies and execution against KPIs and clear income targets.

- Work with the donor services team to develop thanking communications and plans.
- Work with the wider department to create seamless ongoing and integrated supporter journeys.
- Fulfil your duties in compliance with the Fundraising Regulator's Code, and all relevant Salvation Army and statutory policies and procedures including health and safety, safeguarding, data protection, equality and diversity.
- Undertake other duties and project work as required to meet the objectives of the unit.

You have...

- Previous good experience of working successfully within a fundraising role, ideally in retention, contributing to the delivery of team income targets (A,I)
- Proven experience in strategising and project managing multiple campaigns across a range of marketing channels (A, I).
- A solid understanding of and good experience in retention and stewardship, with a willingness to update your knowledge of sector developments, trends and best practice (A,I)
- Proven experience of working with a fundraising CRM database, with the ability to analyse engagement trends & challenges to form innovative retention plans (A,I)
- A sound understanding of all relevant legislation relating to data protection and fundraising best practice (A,I)
- Proven experience of analysing, developing and improving operational processes and procedures to enhance service delivery (A,I)
- Demonstrable strong communication skills, both written and verbal, with the proven ability to convey information to customers/colleagues in a clear, effective and professional manner (A,I)
- Strong interpersonal and relationship management skills, with the ability to form strong working relationships with both internal and external stakeholders (A,I)

- Demonstrable ability to plan, organise and prioritise your tasks to effectively meet your objectives to the expected quality standards and time scales with minimal supervision, both as an individual and as part of a team (A,I)
- Proven strong experience of using IT software such as Microsoft Office (Word/Excel/PowerPoint), Outlook, Teams and databases to enhance and improve the delivery of your duties (A,I)
- The ability and willingness to work within and be empathic with the Christian ethos and values of The Salvation Army Mission (A,I)

You may have...

- Knowledge of the work of The Salvation Army both as a church and a charity (A,I)
- A certified fundraising qualification (A,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.