



JOB DESCRIPTION

Job Title	Supporter Retention Manager (Cash and Mid-Value)
Location	33a Islington Park Street, London N1 (Hybrid)
Mission	Medical Aid for Palestinians (MAP) works for the health and dignity of Palestinians living under occupation and as refugees. MAP is the leading UK charity delivering health and medical care to those worst affected by conflict, occupation and displacement, in the occupied Palestinian territory (oPt) and Lebanon.
Job Purpose	The objective of this position is to develop a high-performing retention and development Programme - building engagement and grow supporter life-time-value through repeat giving and retention. This role will lead on our cash, mid-value and supporter journey strategies.
Hours	Full-time
Reporting to	Head of Individual Giving and Legacies
Key Internal Relationships	Fundraising Managers, SMT, all MAP teams
Key External Relationships	Agency partners – creative, print, fulfilment and TM/SMS. Donation platform providers, supporters and database support agencies.
Contract	Permanent

This job description does not form part of your contract of employment and can be amended from time to time as the needs of the organisation require.

KEY RESPONSIBILITIES

Leadership and Strategy

- Build and inspire a high-performing, results-oriented team focused on delivering sustainable income to maintain and build on recent growth.
- Performance manage, support and develop the Individual Giving Fundraising Officer.
- Lead the development and delivery of Individual Giving strategies, leading on MAP's Individual Giving and Mid-Value retention strategy with a focus on growth and lifetime value.
- Work across and develop MAP's retention products, appeals and journeys, including playing a vital role in delivering multi-million-pound integrated campaigns during Ramadan and Winter.

Planning & Management of Campaigns

- Collaborate with the Head of team and peers to develop team plans aligned with the Fundraising strategy. Ensure the team create and optimize insight-driven, supporter-led campaigns., working with the Marketing Manager and Insights lead
- Ensure processes and systems are in place to track and meet KPIs, including the development of robust testing plans to optimize campaigns based on insights.
- Manage and motivate a range of agency partners and suppliers.
Ensure compliance with relevant fundraising legislation and stay updated on changes in relevant thinking and laws.

Innovation

- Lead the investigation, testing, and implementation of product innovations utilising agile methods to test and learn with efficiency.
- Develop bespoke, audience-led supporter journeys, including ongoing journeys for UK and international supporters.
- Proactively stays ahead of emerging trends and horizon scanning and enjoys working in a fast-paced, agile manner, acting on learnings to optimize activity.

Budget Management

- Create annual budgets for the Individual Giving Programme, setting income and expenditure targets, with support from the Head of team.
- Manage the retention budget, including reporting on management accounts, reforecasting, and assessing risk levels.

General Responsibilities

- Support the mission, ethos and values of MAP.
- Support and promote diversity and equality of opportunity in the workplace.
- Maintain and improve competencies through continuous professional development.
- Treat with confidentiality any personal, private or sensitive information about individuals, organisations, clients or staff and MAP data.

PERSON SPECIFICATION

Experience

- Relevant experience in fundraising and/or marketing, with experience of direct marketing and developing supporter/customer journeys and campaigns to build long-term loyalty, engagement and income growth through cash and regular giving.
- You'll have experience of end-to-end project management, including managing multiple projects and priorities at once.
- Experience in leading multi-channel, data-led fundraising and/or marketing appeals with evidence of income growth across channels including mail, email, SMS and TM.
- Strong track record in developing direct marketing strategies.
- Experience in strategic planning, project management, budgeting and forecasting.
- Experience of managing external stakeholders and agency partners – including creative/DM, print, SMS/TM and fulfilment agencies.
- Experience in analysing and presenting data for informed decision-making, as well as leading others to develop testing plans and optimise campaigns.

Knowledge, skills and abilities

- Able to confidently analyse results, digest complex data, and extract insights to inform strategies and campaigns. This includes cash, regular giving and audience analysis.
- Expertise in digital and written communication, with a supporter-centric approach.
- Able to balance short and long-term priorities and manage opportunities and risks.
- Effective management and leadership skills, with experience of line management.
- Highly proactive - excellent at networking, communicating, and influencing.

Education/training

- Relevant direct marketing qualification and/or equivalent experience.

Personal attributes and other requirements

- Commitment to maintain high standards to promote trust and confidence in MAP's fundraising initiatives.
- Commitment to a zero-tolerance policy on sexual exploitation & abuse/safeguarding.
- Commitment to anti-discriminatory practice and equal opportunities
- Commitment to the aims, values and ethos of MAP
- Ability and willingness to work weekends/evenings in emergencies, and to travel overseas where necessary.

Note: We encourage all interested applicants to apply even if they don't meet all criteria in the person specification.