

Vacancy Information Pack



# Supporter Development Manager

Closing date: 10<sup>th</sup> May 2024



# Thank You

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Thank you for your interest in this opportunity in our team.

With the protection and growth of individual giving and legacies being two of **our priority areas for Fundraising** this is an especially exciting time to for Supporter Development. You'll be joining a re-energised team working on further developing and integrating our supporter experience, no matter their touchpoints with our charity.

This role will primarily focus on our regular giving programme. However, there may be opportunities to work on other products as we start our transition away from a product-specific focus and deliver activity based on priorities for our overarching programme.

We're looking for a passionate and experienced direct marketing professional that thrives on leading, delivering and overseeing multi-channel campaigns and projects. We're also looking for someone to help us drive forward continuous improvement and opportunities for our programme.

If this sounds like you, then I'd be really pleased to hear from you.

Kind regards,

Lucy Newark  
Senior Supporter Development Manger



# Job Description

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**Job Title:** Supporter Development Manager

**Reporting To:** Senior Supporter Development Manager

**Role Purpose:**

The role reports into the Senior Supporter Development Manager and has responsibility for contributing to the delivery of the Royal British Legion's Supporter Development communications plan.

The role will be responsible for delivering several projects all designed to generate income or to steward supporters. The postholder will be expected to embrace the One Legion culture to support a joined-up approach to working together in particular with Supporter Development, Supporter Acquisition, Planning, Marketing, and Finance.

**Key Responsibilities:**

**Develop and manage marketing and stewardship campaigns**

- Plan and manage campaigns end to end to TRBL supporters and shoppers through channels including direct mail, email, telephone, SMS, social media and supporter stewardship events. This list is not exhaustive.
- To work with Senior Product Managers to develop the long-term strategies and targets for Supporter Development programmes.
- Working with the Senior Supporter Development Manager, the wider Supporter Development department and other stakeholder teams to understand and plan activity in an integrated and supporter-centric way.
- Implement supporter development strategies to include welcome communications, upgrade, reactivation and other stewardship-based initiatives to maximise retention.
- Develop and implement conversion strategies to existing supporters.
- Responsible for the end-to-end delivery of supporter development activity, from briefing through development, through to analysis and review ensuring a positive supporter journey throughout.
- Responsible for all copy and images used in creative, including circulating and signing off copy, artwork and print proofs, ensuring that communications reflect the charity's key strategies, messaging and adhere to brand guidelines.
- Monitor the charity marketplace for developments and new initiatives to make recommendations for growth and improvement.
- Initiate and manage test projects as required.
- To maximise Gift Aid Income where possible

**Draft budgets and maintain expenditure control of projects**

- Work with the Senior Product Managers to produce annual and campaign budgets for Supporter Development programme administration and development and supporter marketing.
- Manage significant income and expenditure – where applicable
- Set, report on, and continuously review campaign targets, manage income and expenditure budgets and authorise campaign invoices. Draft reforecasts as required.
- Ensure the financial returns from campaigns are maximised and that costs are minimised.

## **Deliver Operational Excellence**

- Manage and develop response handling and fulfilment processes and materials.
- Oversee payment handling, data transfer and supporter care processes.
- Provide campaign briefings to supporter care teams and other supporter facing representatives as required.
- Be responsible for briefing data selections for direct marketing activity, including all segmentation and prompting strategies.
- Carry out detailed post campaign analysis on all campaigns and provide detailed recommendations for future activity.
- Identify, set up and manage reporting and analysis requirements to enable a detailed understanding of campaign and programme performance.
- Present results to colleagues and other stakeholders as required.
- To manage all print for campaigns and to liaise with the print management supplier. To take responsibility for briefing projects, checking proofs and for organising postage requirements as applicable.

## **Line Management**

- Coach and mentor members of the team in communications expertise, management skills and the Royal British Legion's values.
- Create a sense of purpose, assist team members in realising their potential through continued career development and identify relevant training opportunities.
- Manage performance issues and hold the team accountable for the delivery of strategic aims and objectives.

## **Relationship Management**

- Build effective relationships with partner organisations, managing service delivery to agreed standards and contributing to supplier performance reviews, and contracts.
- Develop good relationships with key internal contacts including in Supporter Development, Supporter Acquisition, the Fundraising Directorate, Operations/Welfare, Marketing and Communications and Governance & Administration Divisions.

## **Compliance**

- To ensure that all activities conform to the Fundraising Regulator's code of practice, data protection regulations, Gambling Commission regulations where applicable and all other relevant industry regulations.

## **GENERAL**

- To work in accordance with The Royal British Legion's shared values of Service; Collaboration; Passion; Excellence; and valuing our people - which underpins the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) etc, including reporting immediately any health and safety hazard. To follow health and safety requirements while working from home
- To work in accordance with the General Data Protection Regulations and Data Protection Act 2018 and internal procedures regarding GDPR.
- To maintain confidentiality always. Due to the nature of the work, you may have access to material which is confidential. It is a condition of your contract of employment that you ensure that no confidential material is disclosed to unauthorised personnel.

- To be aware of RBL's Diversity & Inclusion Action Plan and your role in ensuring that the RBL is an inclusive and welcoming place to work, in an environment that is free from harassment, bullying and discrimination. We welcome applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

This job description reflects the current scope of duties and responsibilities of the role.

The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

### **General**

- To live The Royal British Legion's shared values (Service; Collaboration; Passion; Excellence; Valuing our people) in the way you work and engage with others - the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, enacting Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To uphold the requirements of the General Data Protection Regulations and Data Protection Act 2018.
- To maintain required levels of confidentiality regarding information that you come to possess in the course of your work which is commercially or personally sensitive.
- To be inclusive and equitable in your treatment of any parties you engage with through your duties, upholding RBL's Diversity & Inclusion policy and ensuring that we act as an equal opportunities employer and in accordance with the Equality Act (2010).

## Person Specification

Criteria	Essential / Desirable	How to be measured
<b>Knowledge &amp; Experience</b>		
Significant experience of planning and managing complex direct marketing campaigns including direct mail and email	E	Application/ Interview
Effective management of multiple key suppliers, ensuring service is to agreed standards	E	Application/Interview
Significant evidence of effective income and expenditure budget management and of producing scenario models and forecasts.	E	Application/Interview
Experience of managing and leading large and complex projects.	E	Application/Interview
Experience of analysing results and using insight to inform strategy and campaign plans.	E	Application/Interview
Developing effective partnerships working across a wide range of agencies and key internal contacts.	E	Application/Interview
Experience of people management	D	Application/Interview
Knowledge of consumer marketing, preferably in the charity sector.	D	Application/Interview
<b>Skills &amp; Attributes</b>		
Good analytical skills. Able to analyse complex data to a high level of accuracy, utilising spreadsheets and produce reports in a clear and precise format.	E	Application/Interview
Highly numerate. Able to accurately produce budgets and model results.	E	Application/Interview
Ability to work effectively under pressure whilst retaining a strong eye for detail.	E	Application/Interview
Good written and verbal communication skills.	E	Application/Interview
Ability to prioritise and organise work and schedule effectively.	E	Application/Interview
Problem solving ability. Uses initiative to identify and resolve.	E	Application/Interview
High level of flexibility, initiative and self-motivation.	E	Application/Interview

During the selection process, we will also use values-based competency assessment to understand your alignment with RBL's values.

### **Service**

We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.

### **Collaboration**

We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.

**Passion**

We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.

**Excellence**

We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.

**Valuing our People**

We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone’s contribution.

# Offer Terms

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## Work Pattern

35 hours per week, Monday-Friday, 9am-5pm

## Location

You will be contracted to our London Hub, Haig House. Under our Future Working framework, there will be some flexibility for working remotely/at home, using our collaboration tools to work with colleagues, but with a minimum expectation of two days/week connecting directly face-to-face with colleagues at the hub.”

## Compensation

£41,172 to £42,192 per annum (Inclusive of London Supplement)

## Employee Benefits

- 28 day’s paid holiday per year (plus bank holidays), increasing to 29 days after 2 years and 30 days after 5 years. Plus the ability to buy up to 1 working week of additional leave
- Contributory pension scheme – min 2% employee contribution receives 6% employer contribution up to max of 10% employer contribution matched with 5% employee contribution (until 5 years’ service reached, when 14% employer contribution achievable)
- Death-in-service Life Assurance, with a benefit of 3x annual salary
- Employee Assistance Programme and Togetherall access
- Season Ticket and Rental Deposit Loan Schemes / Cycle to Work Scheme
- Reward Hub online benefits platform with extensive offers and discounts

# Working for RBL

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RBL employs c 1,800 people across the country campaigning on behalf of the Armed Forces community, delivering support services to them, leading Remembrance on behalf of the nation, raising funds to support our work and developing and running the organisation and our network of membership branches.

We work collaboratively across our workforce and operate flexible hybrid working practices in our major hub offices, using the latest technology to stay connected with colleagues, members, and beneficiaries. We come together around our common [purpose](#), and our values.

RBL is modernising, and we are ambitious to deliver more for the communities we support. We are becoming a more inclusive, flexible, customer-focused, data-driven, and collaborative organisation. But don’t just take our word for it. Read our employee stories [here](#), and about our impact [here](#).

It’s therefore an exciting time to be part of both changing the lives of our customers and changing the organisation and its future capacity and capability. This presents considerable opportunities for learning within role, and possibilities for career development...And, of course, the satisfaction that comes with knowing that you are making a real difference to the lives of those who serve/have



served our country, to keep us safe and to protect our democratic freedoms and way of life.

## Diversity, Equality and Inclusion

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We are committed to building a truly inclusive organisation of diverse people and perspectives.

We actively engage in a programme of work to develop our practices and we have set out [our commitments](#) to realise this ambition. We will keep listening, learning, and sharing our progress and impact.

We are Disability Confident employer, signed up to Race Equality Matters and Pride In Veteran standards.

We guarantee an interview to any applicant who declares a disability or/and are part of Armed Forces community on application and whose application demonstrates that they meet the Essential criteria of the role, as set out in the Person Specification.

## How to Apply

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Please log into ESS and click 'web recruitment job search'

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