

Vacancy Information Pack



Senior Supporter Acquisition Manager

Closing date: 28/04/2024



RBL
ROYAL BRITISH LEGION

Thank You

Thank you for your interesting in this role and opportunity to work at RBL. We are recruiting to fill a vacancy in our team for a Senior Supporter Acquisition Manager, responsible for leading a number of key marketing programmes.

We're a busy team bringing in new supporters and income for RBL year-round with a wide portfolio of fundraising products and appeals. The best-known appeal this role works on is the high-profile annual Poppy Appeal, also regular giving and gifts in wills which are very significant marketing programmes for the charity.

The Fundraising team at RBL are very welcoming and motivated and it's an interesting time to join us as we are one year into our fundraising strategy and there are a lot of exciting developments with audience work, journey planning, content and fundraising opportunities next year including the Invictus Games.

You will get to know a wide range of colleagues across different teams as you contribute to working groups and support with development projects. And also contacts at some of our key suppliers where you will oversee relationships and services.

If this sounds like an opportunity for you, please read on and consider putting in an application. I look forward to reviewing your experience and motivations and perhaps meeting you in the coming weeks.

Kind regards

Gillian Baxter
Head of Supporter Acquisition



Job Description

Job Title: Senior Supporter Acquisition Manager

Reporting To: Head of Supporter Acquisition

Responsible For: 2 x Supporter Acquisition Manager

Role Purpose:

This role reports into the Head of Supporter Acquisition and has responsibility for delivering the Supporter Acquisition team strategy and acquiring new supporters for RBL.

The role is responsible for numerous marketing initiatives and projects to achieve Fundraising and Acquisition objectives.

The postholder will be expected to embrace the One Legion culture of collaboration, working particularly closely with Supporter Development, Planning, Marketing, and Finance.

Key Responsibilities:

Delivering the acquisition strategy:

- In conjunction with the Head of Supporter Acquisition, develop and implement new ways of working to maximise success and ensure that the team meets its objectives and KPIs.
- Responsible for the development and delivery of acquisition marketing plans for range of fundraising initiatives to recruit a significant number of new supporters. Includes appeals, regular giving, lotteries, legacies, events and Poppy Shop utilising a broad range of media (inc. face-to-face, broadcast, digital, print) to achieve the above objectives.
- Manage a multi-million pound expenditure budget that will provide a significant future income source for the charity.
- Work with the Head of Supporter Acquisition to devise annual and 5-year Acquisition strategies and budget figures, then implement and report against these strategies.
- Optimise the mix of marketing channels, appeals/products and audiences to meet supporter volume and lifetime value targets in the most cost-effective way.
- Manage suppliers including media and creative agencies to develop optimal plans to deliver the acquisition strategy and targets.
- Responsible for ensuring the Supporter Acquisition Managers deliver on projects for their particular area.
- Work closely with the Senior Product Managers and Senior Supporter Development Manager in the Supporter Development team and the Planning Manager to co-ordinate plans, targets and results reporting.
- Facilitate the relationship with teams in Marketing to ensure priorities are agreed and activity is delivered.
- Present or report back to internal and external audiences on programmes and performance.

People management

- Lead and motivate the Supporter Acquisition sub team and work collaboratively across the whole Supporter Acquisition team.
- Directly line manage the Supporter Acquisition Managers, ensuring that all duties are carried out appropriately.

- Provide management, training, coaching and support to the Supporter Acquisition Managers – including regular one-to-ones, quarterly personal development reviews and all staff management.
- Lead on the performance framework for staff, aligning objectives to key performance indicators and ensuring that each member of staff is clear about their contribution to achieve of the Three Giants fundraising strategy.
- Deputise for the Head of Supporter Acquisition where appropriate.

Develop and manage budgets and oversee expenditure control

- Responsible for delivering the overall annual team budgets, working with the Supporter Acquisition Managers to develop detailed plans, targets and income and expenditure figures for each acquisition stream.
- Work with Supporter Acquisition Managers to ensure that all projects deliver forecasted income and responses and are produced within budget.
- Closely track income and expenditure figures against targets and highlight/resolve variations.
- Produce accurate quarterly reforecasts as required and monthly budget commentary to explain any deviances.

Relationship management

- Responsible for ensuring that supplier organisations are procured and managed effectively, ensuring that costs are minimised.
- Manage and build effective relationships with partner organisations, including third party agencies, establishing service levels and ensuring that service delivery is to agreed standards. Also to lead supplier performance reviews, procurement processes and contract negotiation.
- Ensure all suppliers have a signed contract and contracts are up to date.
- Stakeholder management and engagement at all levels in the charity ensuring collaborative ways of working to maximise opportunities to meet the strategic plan.

Legal and compliance

- Ensure that all activity within Supporter Acquisition adheres to Data Protection regulations, the Fundraising Regulator Code of Practice, the Gambling Commission Licence Codes and Conditions and all other relevant industry regulations.

Manage operations

- To drive progress by identifying and implementing efficiency, continuous improvement and innovation initiatives.
- Implement and use appropriate technology to improve processes or campaigns.
- Oversee and ensure that the new supporters receive a tailored welcome communication.
- Oversee response handling and fulfilment processes and materials for all acquisition streams.
- Oversee the accurate set up and management of the following processes:
 - Data capture of all new supporters onto initial system
 - Transfer of all data from initial systems to RBL database
 - Effective and efficient handling of all supporter payments whether they are single donations, regular gifts, purchases or pledges (non-financial)
 - Correct processing of marketing preferences
 - Any bespoke supporter care requirements.

Data & insight

- Ensure that detailed post campaign analysis is conducted on all campaigns and detailed recommendations compiled for future activity.
- Audit insight and reporting needs and ensure effective reporting is in place to track performance for campaigns and programmes for all relevant measures and present figures/analysis appropriately for difference audiences.

- Interpret data to provide rational and underpin strategic recommendations.

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
Knowledge & Experience		
Expert knowledge and experience of working within a leadership role	E	Application/Interview
Significant experience of devising, implementing and managing multi million pound income and expenditure budgets.	E	Application/Interview
Experience of devising marketing strategies using a variety of media and development initiatives to deliver on an overarching strategy.	E	Application/Interview
Significant direct and digital marketing technical experience and skills including creative development, complex print management media buying for large scale campaigns, optimising, managing and reporting for digital marketing.	E	Application/Interview
Experience of leading, managing motivating and inspiring a team with a focus on delivering performance excellence.	E	Application/Interview
Experience of procuring, managing and motivating key suppliers ensuring they deliver excellent value.	E	Application/Interview
Proven experience of devising and monitoring relevant performance indicators for fundraising and/or marketing campaigns, including cost per acquisition, attrition rates and ROI and using this insight to inform future plans.	E	Application/Interview
Able to initiate, lead and conclude complex projects, effectively managing stakeholders, documentation and review.	E	Application/Interview
Skills & Attributes		
Highly numerate with strong analytical skills. Able to compile complex reporting needs to produce clear insightful reports. Analyse complex data to a high level of accuracy, utilising spreadsheets.	E	Application/Interview
Excellent communication (written and verbal), interpersonal and influencing skills, with the ability to engage effectively with a range of audiences	E	Application/Interview
An eye for effective copy and design.	E	Application/Interview
Ability to work effectively under pressure whilst retaining a strong eye for detail.	E	Application/Interview
Excellent problem solving ability. Uses initiative to identify and resolve.	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

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

£47,112 to £48,132 (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
- Season Ticket and Rental Deposit Loan Schemes / Cycle to Work Scheme
- Reward Hub online benefits platform with extensive offers and discounts

Working for RBL

RBL employs c 1,900 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

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

Your application should be submitted through our jobs site at [Find A Role | Careers | Royal British Legion](#).

Closing Date: 28th April 2024

