

Vacancy Information Pack



Supporter Development Officer

Closing date: 21st June 2024



Thank You

Thank you for your interest in this role and working for RBL. We have launched a new fundraising strategy and a new team structure to deliver longer-term and focused growth. Recently revamped, we work across a range of ways to support RBL: one-off giving, regular giving, prize-led, legacies, in memory and our online Poppy Shop.

An opportunity has come up within our team for a fixed term position (until May 2025) You will primarily help promote cash giving, via our In Memory campaigns, to our existing supporter base, as well as assisting on cross-functional areas when needed. These campaigns tell the importance of our vital services in an engaging content-rich way, whilst also giving our supporters the opportunity to pay tribute to their loved ones who are no longer with us. This exciting role will promote this programme through a range of channels such as direct marketing and digital. You will be liaising with key external suppliers including MuchLoved, creative and print agencies, looking for opportunities to raise awareness of in memory giving to our supporter base through various communication methods; and providing regular reporting.

We are looking for someone with great communication skills. We'll build upon the project, budget, and relationship management skills you already have as a marketer and develop your knowledge to a point where you can lead the delivery of campaigns and investigate the factors that influence their performance. Support will be provided every step of the way with regular 1-2-1s, team get-togethers, and opportunities to take part in workshops and training.

Our new Fundraising Strategy is called 'Three Giants' to focus our income generation work on protecting and strengthening on the three vital areas of the Poppy Appeal, our Individual Giving and Legacy activities. You'll be joining a re-energised team ready to embark on a new focused direction to serve the thousands of beneficiaries who need our help every single day.

We are also home to the extraordinary Poppy Appeal and you will work alongside a dedicated fundraising team that brings to life this nationwide remembrance activity each year, which is the largest, longest and most memorable appeal in society.

If this sounds like what you're looking for, please read on and consider putting in an application.

Kind regards,
Meg Plenderleith, Supporter Development Manager



Job Description

Job Title: Supporter Development Officer

Reporting To: Supporter Development Manager

Role Purpose:

The role reports into a Supporter Development Manager and has responsibility for assisting the manager to deliver the Royal British Legion's Supporter Development communications plan.

The role will be responsible for helping to deliver a number of 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

- To assist with the project management and delivery of campaigns to TRBL supporters and shoppers through channels including direct mail, email, telephone, SMS, social media and supporter stewardship events. This list is not exhaustive.
- 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.
- To assist with the management of test projects as required.
- To support the Supporter Development Managers with organising, promoting and hosting events around the UK and occasionally abroad.

Deliver Operational Excellence

- To assist in the development of response handling and fulfilment processes and materials.
- To assist with campaign briefings to supporter care teams and other supporter facing representatives as required.
- Be responsible for producing data selections for direct marketing activity, including all segmentation and prompting strategies.
- Carry out detailed post campaign analysis on all campaigns and provide first draft detailed recommendations for future activity for Supporter Development managers to review.
- 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.

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.

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		
Experience of 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.	D	Application/Interview
Experience of analysing results and using insight to inform strategy and campaign plans.	E	Application/Interview
Experience of print production	D	Application/Interview
Knowledge of consumer marketing, preferably in the charity sector.	D	Application/Interview
Skills & Attributes		
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
An eye for good copy and design.	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 IT Literacy (MS Office)	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

£32,910 to £34,491 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
- 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](#).

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