

# RECRUITMENT PACK

SUPPORTER EXPERIENCE OFFICER

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# JOB DESCRIPTION



# KEY INFORMATION



## Job Title and Code

Supporter Experience Officer  
(BDCH6208)



## Department/Team

Income Generation / Supporter  
Experience



## Location

Battersea, London (hybrid)



## Salary & Grade

£31,350 per annum (Grade D)



## Hours

35 hours per week, but we're  
always happy to discuss flexible  
working, part time hours and job  
share arrangements



## Duration

Permanent

# ABOUT THE ROLE

To deliver supporter communication journeys across a range of channels and audiences to retain support, and increase engagement with Battersea and inspire them to continue, increase or diversify their support.

## Overall Objectives

- To develop and deliver supporter retention campaigns as part of the overall supporter journey programme across a range of media including email, text, telephone and mail, in a cost-effective manner and in-line with set targets.
- Maximise support for Battersea through contacting donors across a range of media at the relevant time with relevant communications.
- To develop materials for communications and campaigns, liaising with internal teams and agencies to develop and produce effective, results-generating materials, in line with Battersea messaging and brand.
- Analyse and monitor campaign performance to deliver maximum net income for Battersea and ensure that data is informing the supporter experience strategy.
- To appropriately represent the Battersea brand, inspiring fundraisers, and the public alike.

# RESPONSIBILITIES

	Estimated % time
<p>Campaign management and planning:</p> <ul style="list-style-type: none"><li>• To project manage multiple direct marketing campaigns delivering accurate campaigns on time, on budget and to a high standard.</li><li>• Prioritisation and scheduling own work to deliver campaigns on schedule and on budget, to ensure targets are delivered.</li><li>• Ensuring all materials produced are accurate and compliant with relevant data protection and gift aid legislation. Undertaking all activities in line with best practice standards and processes as set out by the IoF, Fundraising Regulator and any other bodies as prompted by the Senior Supporter Experience Officer and/or the Supporter Experience Manager.</li><li>• Production of briefs for agencies, to communicate objectives, messaging, and creative requirements for campaigns.</li></ul>	30%
<p>Analysis:</p> <ul style="list-style-type: none"><li>• Analysing and interpreting direct marketing campaign results, and producing regular reports, drawing conclusions, completing campaign reviews and making recommendations to improve future activity and feed into longer term strategic plans.</li><li>• Accountable for regular and accurate reporting of results.</li><li>• Implementing tests with clear segmentation and testing matrices to ensure maximum learning and income from each campaign.</li><li>• Completing end of campaign reports to highlight learnings and communicating recommendations to the team.</li></ul>	20%
<p>Creative development:</p> <ul style="list-style-type: none"><li>• Accurately briefing, critiquing, managing and evaluating work by external or internal agencies for creative, print and production to a high standard and high level of accuracy.</li><li>• Write or amend copy and proof-read accurately.</li><li>• Working with a range of internal teams or external agencies to research, develop and deliver new campaigns, propositions or products.</li><li>• Accountable for delivering accurate and high-quality work in line with brand guidelines.</li></ul>	15%
<p>Developing and managing relationships:</p> <ul style="list-style-type: none"><li>• Establish and maintain close day to day working relationships with external agencies and internal departments to ensure the effective delivery of marketing projects. This includes:<ul style="list-style-type: none"><li>○ Acting as a day-to-day contact with external agencies ensuring high quality, accurate delivery of campaigns on time and on budget.</li><li>○ Training fundraisers where necessary, ensuring relevant information is relayed to them in a constructive and engaging manner to ensure understanding of Battersea and our core messages.</li><li>○ Ensuring that relevant individuals and teams are briefed and informed of planned direct marketing activity.</li></ul></li></ul>	25%

- Ensuring internal and external feedback is included in all campaign reviews and that regular updates on campaign performance are circulated to all relevant parties, pro-actively addressing enquiries regarding campaign activity.
- Work with the database team to ensure that all campaign data is tracked, accounted for and captured efficiently, effectively and accurately.
- Present accurate written and verbal fulfilment briefs and matrices and working with the supporter services manager (or external fulfilment houses) ensure all campaigns are captured and fulfilled in a timely manner.

Budget management:

10%

- Monitoring, managing and reporting on campaign income, spend and KPIs, reporting to the Senior Supporter Experience Officer and inputting into reports as required by the Supporter Experience Manager.
- Highlight variances from forecast and update direct marketing team reports in a timely manner, making sure information is accurate and reconciled where necessary.
- Accountable for income and expenditure within own remit and for accurately and regularly reporting on this to the relevant management.

# PERSON SPECIFICATION

## ESSENTIAL

- Proven experience of planning, implementing and evaluating direct marketing campaigns, with demonstrable knowledge of direct marketing across a range of media channels including at least two of digital, direct mail and telephone.
- Proven ability to pay close attention to detail and to deliver high quality work with minimum supervision.
- Demonstrable experience of working with internal teams and external suppliers, managing relationships and ensuring positive outcomes including ability to write briefs, communicate objectives, messaging, and requirements for campaigns.
- Able to demonstrate excellent time management skills, coping well under pressure and managing multiple projects at any one time, and prioritising competing deadlines.
- Proven problem solving and proactive decision-making skills. This should include experience of suggesting and taking the initiative about new ways of working that have been successfully implemented.
- Proven experience of accountability for results, income and expenditure within own remit and for reporting on this.

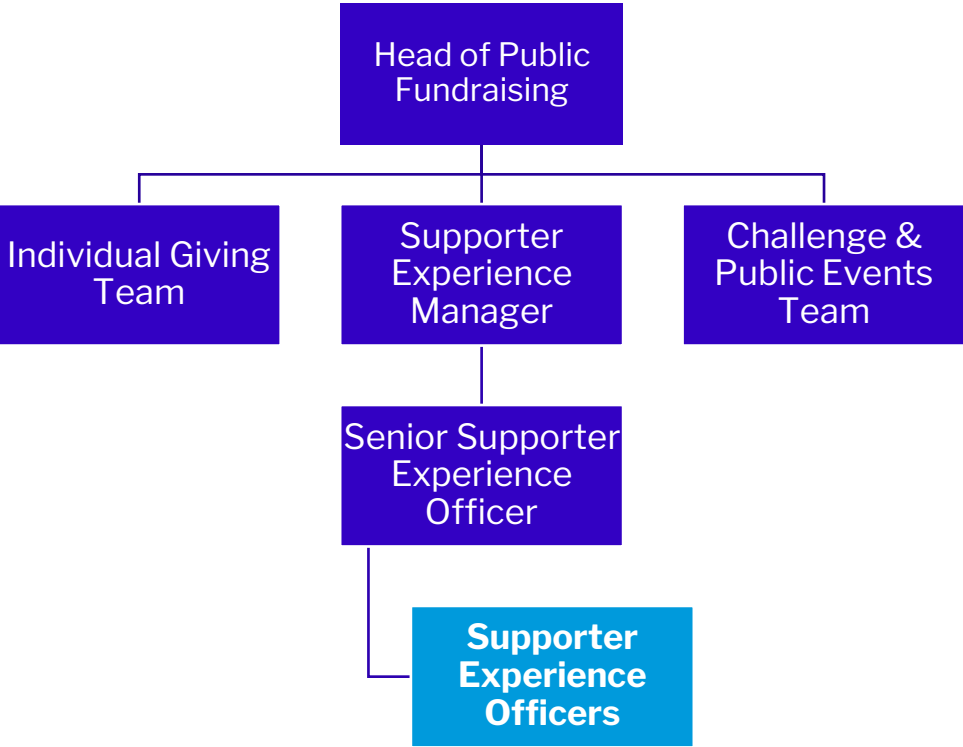


## HYBRID WORKING POLICY

We operate a hybrid working policy, with our office-based staff splitting their time between site based and home working. We believe this enables our office-based staff to maintain the benefits of home working, while allowing for collaboration and interaction with our animal-facing staff and maintaining a connection to our cause. As such, you'll be expected to work in our Battersea office for at least 50% of your working week.



# POSITION IN THE TEAM



# **YOUR APPLICATION**



# KEY DATES



## Closing Date

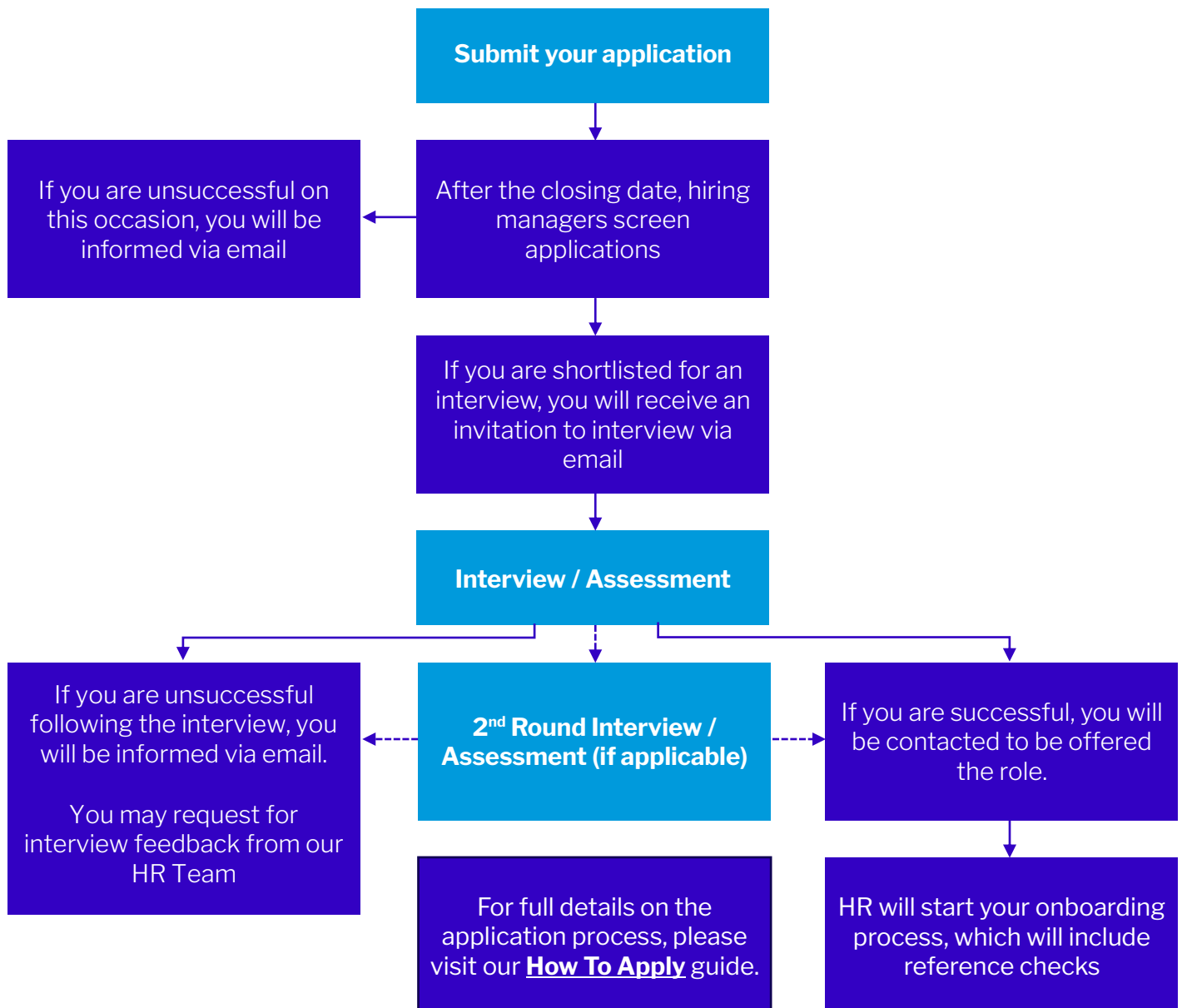
12<sup>th</sup> January 2025



## Interview Date

w/c 27<sup>th</sup> January 2025 (1<sup>st</sup> round);  
w/c 3<sup>rd</sup> February 2025 (2<sup>nd</sup> round)

# APPLICATION PROCESS





# COMPLETING YOUR APPLICATION

The information below is provided to support you with completing your application.

- Our application forms will ask you for:
- Employment History
- Educational History (which is non-mandatory)
- Either a supporting statement of no more than 1000 words; or
- Responses to short-answer questions.

The statement and short-answer responses are a very important part of your application. This is your opportunity to showcase your knowledge, skills and experience, and how this relates directly to the person specification for the role.

Please provide specific examples where possible and demonstrate your key achievements. You might also consider referencing Battersea's key values in your application (for more on these values, please see the Life at Battersea document).

Once your application is complete, we encourage you to provide your diversity monitoring information. Whilst this is entirely voluntary, completing this information will form part of an anonymised data set to help us understand, measure and take action to ensure our processes are inclusive. Your information will remain confidential, be held in line with GDPR requirements and will not be used to determine whether you are shortlisted for any role (s) you apply for.



# DIVERSITY AND INCLUSION

## OUR COMMITMENT

We are committed to providing a welcoming and inclusive experience for all staff, volunteers and trustees and those hoping to join us. We operate an anonymised shortlisting process and actively seek to ensure our process is fair and equitable for all.

We understand the value of diverse voices, perspectives, and experiences to help us deliver even more for our dogs and cats, and we welcome applicants from all sections of the community.

## WORKPLACE ADJUSTMENTS

As a Disability Confident Committed Employer, we will also ask about any adjustments you may need at the application and/or interview stage. And, if you are offered a role with us, we'll talk to you about any workplace adjustments you may need to help you perform at your best. If you would like to talk more about this, please contact 020 3887 8341 or email [jobs@battersea.org.uk](mailto:jobs@battersea.org.uk)

# REQUIREMENTS FOR WORKING AT BATTERSEA

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK. For details on which documents can be used to certify your right to work, please refer to [Prove Your Right to Work](#)

## DATA PROTECTION

The information you provide in your application will be used by Battersea Dogs and Cats Home to assess your suitability for the role you have applied for.

Any special category information (such as information relating to ethnicity or sexual orientation) you choose to provide will only be used by Battersea to monitor and report on diversity and equality of opportunities. The provision of this information is entirely voluntary and will not be used in determining whether you are shortlisted for the role you have applied for.

Further information about how we protect and use your personal data is set out in our [Job Applicant Privacy Notice](#) or contact our Data Protection office at [DataProtection@battersea.org.uk](mailto:DataProtection@battersea.org.uk)



# BATTERSEA

HERE FOR EVERY DOG AND CAT

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**BATTERSEA DOGS & CATS HOME**

4 BATTERSEA PARK ROAD  
LONDON SW8 4AA

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JOBS@BATTERSEA.ORG.UK

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Battersea is a charity registered in England and  
Wales (206394)

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Patron HRH The Duchess of Cornwall GCVO  
President HRH Prince Michael of Kent GCVO

