

PLAN INTERNATIONAL UK JOB PROFILE

Job Title	Retention and Stewardship Officer
Directorate	Fundraising and Supporter Engagement
Unit	Supporter Marketing and Public Fundraising
Grade	4
Salary	£23,903 per annum (i.e. pro-rata to the full-time equivalent of £39,270 per annum)
Hours	Part time - 3 days (21 hours) per week
Contract type	Permanent
Location	UK based working from our offices near Old Street, London. We operate a hybrid working model, where staff split their time between working at home and in the office.
Reporting to	Retention and Stewardship Manager

Overview

Plan International UK is a global children's charity striving for an equal world. One where every child can reach their full potential and every girl can choose her own future.

We bring people together to protect children's rights and keep girls safe, in school and in control of their bodies – even when disaster strikes. And we won't stop until we are all equal.

You can find out more about Plan International UK and our work [here](#)

To find out more about working at Plan International UK please visit our [careers site](#).

At the heart of the organisation's public engagement and fundraising, the **Supporter Marketing and Public Fundraising Unit** devises and implements strategic plans to attract, retain, and maximize support from donors and the general public.

From developing exciting new fundraising propositions and attracting new leads, to creating powerful supporter journeys and stewarding donors to maximise our fundraising opportunities – this team play a critical role in income generation for Plan International UK's work and cause.

Job Purpose

To manage the implementation of high-quality supporter retention communications, campaigns and fundraising activities – creating a positive supporter experience with Plan International UK and maximising lifetime value.

Key Deliverables	Key Responsibilities
Campaign management	<ul style="list-style-type: none"> Plan, manage and deliver supporter retention campaigns and appeals to all existing supporters on Plan International UK's database, including direct mail, telemarketing, email and SMS Plan and deliver campaigns, adapted to audience needs, across our suite of products and asks (including community and events, sponsorship, legacies, regular giving, mid value, influencing campaigns etc. - this list is representative rather than finite)

	<ul style="list-style-type: none"> • Brief and manage relationships with external creative, print and mailing houses, fundraising, data and technical agencies to ensure that projects deliver the required return and are delivered on time and on budget, including training fundraisers as required • Manage all aspects of campaigns from concept through to execution including audience targeting, data coding and briefing, writing and editing copy and creative, schedules, sign off through approval process, campaign delivery, invoice payment and results analysis • Ensure the effective integration of supporter communications with the wider organisational marketing calendar and campaign peaks, including key appeals, influencing campaign actions, and brand building communications • Build and execute effective welcome journeys (including sponsorship onboarding and campaigners/handraisers) and ongoing stewardship programmes to ensure supporters feel valued, informed, and engaged with our mission and impact. • Support in the delivery of emergency appeals, in line with DEC fundraising procedures when applicable, managing all supporter-facing communications and channels • Play an active role in matrix teams delivering against cross-organisational goals and priorities, across brand building, fundraising and influencing objectives • Manage and optimise key channels, including developing copy and content for email marketing SMS campaigns and digital journeys (with Brand and Content specialists) • Collaborate with the Brand and Content team to manage the development of high quality and successful retention and stewardship content and creative • Build effective onward supporter journeys between channels, including website landing pages and new form requests. • Produce data selection for campaigns including segmentation, flagging and exclusions as required • Supporting the Supporter Engagement team in responding efficiently and appropriately to public/supporter queries as required
<p>Monitoring and optimisation</p>	<ul style="list-style-type: none"> • Monitor campaign performance and ensuring they are delivered to agreed timetables and budgets – with excellent attention to detail • Contribute to short-and long-term planning by monitoring and evaluating campaign performance in terms of KPIs, and making data driven recommendations • Provide accurate and timely reporting for each campaign against key metrics (volumes, open rates, click through rates, conversion rates, income, etc.) • Use Google Analytics and website reporting to report against key metrics for all online response to campaigns • Work with the Retention and Stewardship Manager and Lead to execute new segmentation strategies and test and optimise based on user behaviour • Develop testing plans for key retention marketing channels, and identify opportunities to optimise our conversion and response rates.

Other Duties	<ul style="list-style-type: none"> Attend and contribute to Unit, Directorate meetings and working groups as applicable
General	<ul style="list-style-type: none"> Ensure that all activities undertaken on behalf of Plan International UK, externally or internally, are in line with the overall aims and values of the organisation and with Plan's policies and procedures Participate in training and other activities as required
Awareness and Representation	<ul style="list-style-type: none"> Commitment to Plan International UK's position on promoting girls' rights and gender equality, diversity and inclusion and anti-racism and integrating this into all aspects of your work
Level of Safeguarding Responsibility	<p>Standard – No direct contact with children, young people or programme participants day-to-day.</p> <ol style="list-style-type: none"> Act as a role model representing Plan International's commitment to non-discrimination and safeguarding Report safeguarding concerns in a timely manner and co-operate in investigations as appropriate Understand the relevance of safeguarding to your role and make sure you mainstream safeguarding in your work in order to fulfil Plan's duty of care <p>A Basic DBS check will be required</p>
Level of Budgetary Responsibility	Low
Date Created	March 2024

This is not intended to be an exhaustive list. Your job description may be subject to change.

PLAN INTERNATIONAL UK PERSON SPECIFICATION

Essential Criteria

- Proven experience of developing and delivering retention marketing activity and using direct marketing techniques to meet targets ideally within a fundraising environment
- Knowledge of best practice in email and other direct marketing channels, and proven experience of managing a digital marketing programme
- Knowledge of best practice in stewardship, onboarding and welcome journeys
- Good written and verbal communication skills, with demonstrable skills to build effective working relationships with people at all levels across the organisation and externally
- Experience in campaign evaluation and using data analysis and segmentation to inform campaign proposals and identify trends and learnings
- Experience in using databases to review supporter data selections
- Experience of managing a wide and varied workload, demonstrating excellent organisation skills and attention to detail
- Experience of monitoring and reporting against KPIs and budgets.
- Open to change and able to demonstrate a flexible and adaptable approach
- Solutions focused, with the ability to identify and propose solutions to drive forward continuous improvement
- Able to work on own initiative as well as collaborate and work with others to achieve shared goals
- Able to demonstrate a commitment to our [Values and to Feminist Leadership Principles](#) and role model these in all aspects of your work