



**Retention Campaign Manager x 2**

**Candidate Information Pack**

## Role Summary

The purpose of this role is to project manage and lead on the day-to-day delivery of supporter retention appeals and activity to inspire and motivate warm supporters to continue supporting and to drive loyalty. The role works in partnership with the Assistant Head of Individual Giving (Retention) on the development of the programme which has a fundraising target of £40 million.

The role sits in the Individual Giving Section which is part of the Marketing & Fundraising Department. Along with the Assistant Head of Individual Giving (Retention), the Campaign Manager is part of a team of five which has an annual fundraising target of £40 million in unrestricted income. The role is responsible for leading on the day-to-day planning and delivery of multi-channel direct marketing communications to warm supporters including Regular Giving and Upgrade asks, loyalty communications and cash appeals. The Campaign Manager also supports the Assistant Head with the strategic development of the programme, and will line manage or matrix manage a Supporter Retention Executive.

Note that we are recruiting to fill two vacant posts of Retention Campaign Manager which will have different responsibilities across Individual Giving, to be discussed at interview and confirmed on being appointed.

## Job Description

|                                   |   |
|-----------------------------------|---|
| <b>Salary:</b>                    | £43,798 per annum.  |
| <b>Location:</b>                  | Hybrid working, minimum two days in office each week, London SE5.   |
| <b>Hours:</b>                     | 35 per week.  |
| <b>Report to:</b>                 | Assistant Head of Individual Giving (Retention).  |
| <b>Accountable to:</b>            | <i>Internally:</i> Head of Individual Giving, Head of Marketing and Fundraising, Assistant Head of Individual Giving (Acquisition).<br><i>Externally:</i> Fundraising Regulator, Information Commissioner's Office, Chartered Institute of Fundraising, Data & Marketing Association. |
| <b>Key working relationships:</b> | <i>Internally:</i> Acquisition team, Legacies team, Donor Services, Data team, other fundraising teams, PR, Media & Digital teams, Video Production team.<br><i>Externally:</i> Creative agencies, copywriters, freelance designers, telephone agency, print management agency.       |
| <b>People management:</b>         | The Retention Campaign Manager will either line manage or matrix manage the Supporter Retention Executive depending on requirements.  |
| <b>Operating budget:</b>          | The role will work within a six-figure expenditure budget.  |

## You will:

- Be responsible for leading on the planning and day-to-day project management of warm regular giving and cash appeals, including conversion, upgrade and reactivation, to motivate warm supporters to continue supporting and contributing a minimum of £40 million annually to the charity's work. Responsible for research and brief, creative, testing, data selections & brief, and managing the projects to agreed timeframes and budget.
- Lead on the day-to-day project management of loyalty and admin communications including the Direct Debit welcome programme, Gift Aid mailing, thank you postcards, Annual Review and bi-annual supporter survey.
- Work with the Assistant Head on the development of welcome journeys and supporter journeys, and lead on their implementation both on and offline ensuring an integrated, seamless journey for all supporters.
- Be responsible for reviewing results and extracting learnings to optimise future performance, questioning assumptions and seeking further insight to inform recommendations and decision-making.
- Be responsible for appeal-related emails, from copywriting through to the send, and final results and recommendations.
- Work with the Assistant Head on the ongoing development and optimisation of the Supporter Retention programme, including the development of new initiatives.
- Be responsible for leading on the planning and day-to-day project management of designated cash appeals.
- Act as the lead contact for key suppliers, such as the print management agency, freelance designers and copywriters.
- Keep abreast of fundraising and marketing trends and best practice, contributing approaches and insights that could benefit The Salvation Army's work, and stay up-to-date with changes in the regulatory environment e.g. Fundraising Regulator Codes, ICO guidance, DMA code updates, to help ensure the correct guidance is followed and implemented.
- Work across any other tasks, as reasonably required.

## Person Specification

### You will have:

- A passion for fundraising with a commercial understanding of the charity marketplace and competitors (A,I)
- Strong previous experience of project managing multiple campaigns across a range of direct marketing channels both online and offline with demonstrable success (I,T)
- Proven successful experience of working with external suppliers, such as creative agencies, print suppliers or digital agencies (A,I)
- Demonstrable experience of successfully leveraging value from data collated on supporter databases, to maximise targeting and data segmentation (A,I)
- Previous strong experience of monitoring and reporting on project budgets and keeping accurate cost controls (A, I)
- Excellent numeracy and strong analytical skills with the ability to draw conclusions and make recommendations to support decision-making processes (I, T)
- Excellent written communication skills with the ability to write, proofread and appraise fundraising copy (A, I)
- Excellent communication and negotiating skills with the ability to communicate to a diverse range of audiences in diverse situations and use tact (A, I)
- Proven experience of analysing, developing and improving operational policies, processes and procedures to enhance service delivery (A,I)
- Excellent organisational skills, attention to detail, effective time management and the ability to prioritise work, and be able to respond to tight deadlines both as an individual and as part of a team (A,I)
- Proven strong experience of using IT software such as Microsoft Office (Word/Excel/Powerpoint), Outlook and databases to enhance and improve the delivery of your duties (A,I)
- A good working knowledge of the regulations that affect fundraising compliance, including the UK GDPR, PECR and the Code of Fundraising Practice (A, I)

- The ability and willingness to work within and be empathic with the Christian ethos and values of The Salvation Army Mission (A,I)

### You may have...

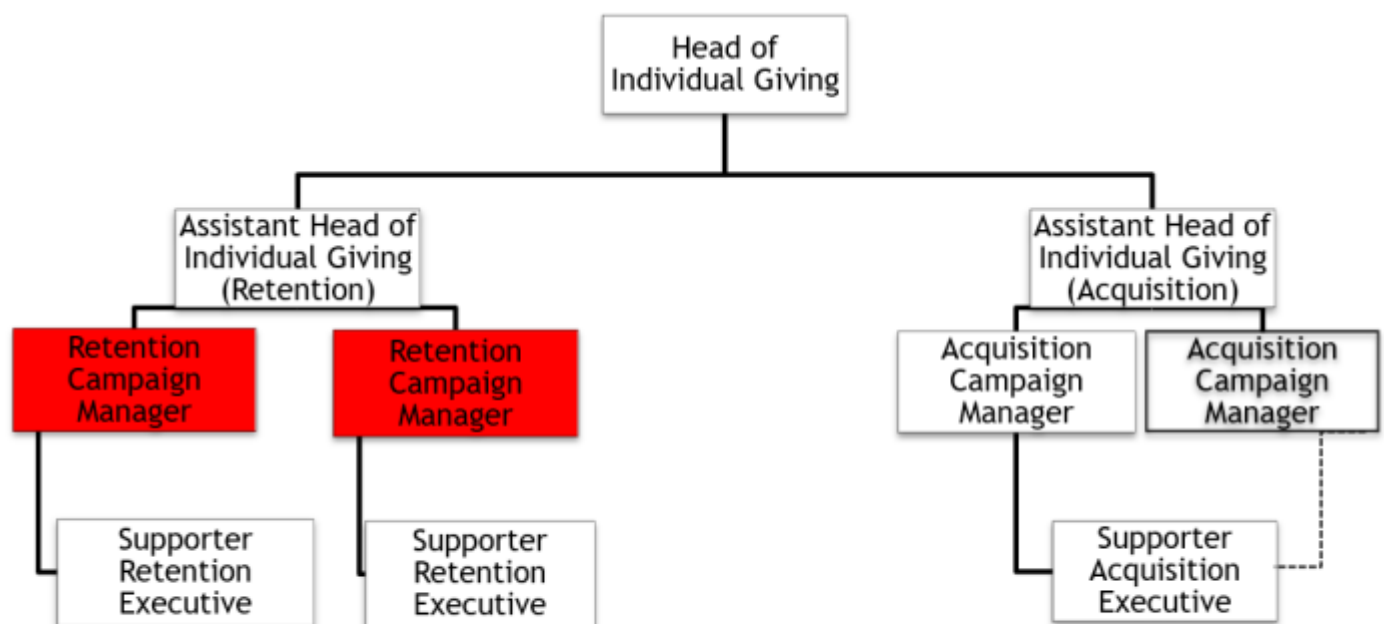
- Professional qualifications and training e.g. IDM qualification or CIM diploma (A,I)
- Experience of email platforms (A,I)
- Worked for a social welfare charity (A,I)
- Proven experience of successfully managing or supervising employees to deliver objectives, developing and training staff and actioning performance management processes where required (A,I)

How criteria will be assessed - (A) application form; (I) interview; (T) test; (P) presentation and (R) references.

We expect you to exhibit behaviours that model our values of **integrity; accountability; compassion; passion; respect and boldness.**

This is the job profile as it is constituted at the date shown. It is the practice of The Salvation Army to examine job profiles in order to update them periodically and ensure that they relate to the job being performed, or to incorporate any proposed changes.

## Organisation Chart



## Benefits

- 25 days annual leave + bank holidays
- Season ticket loan
- Employee assistance programme
- Contributory pension scheme: The Salvation Army will pay an amount into your pension fund equivalent to double your contribution up to a maximum of 12%.

## How to Apply

Please apply by submitting a copy of your Curriculum Vitae (CV) and a covering letter highlighting your suitability for the position and why you are interested, by clicking on this [link](#).

For any queries please contact Suzie Groves at [suzie@aawpartnership.com](mailto:suzie@aawpartnership.com).

Closing date: Tuesday 2<sup>nd</sup> April 2024.

Interview dates: First round virtual interviews will take place on Tuesday 9<sup>th</sup> and/or Thursday 11<sup>th</sup> April. For those progressing further, second in-person interviews will take place on Tuesday 16<sup>th</sup> April.

**Please note we will be assessing applications as soon as they come in, so please apply early.**