



Senior Acquisition Manager

JOB DESCRIPTION & PERSON SPECIFICATION

Job Title: Senior Acquisition Manager, OSUK

Reports to: Under the interim guidance of the Head of Individual Giving & Legacies and the Director of Operations. A permanent reporting structure will be developed to address the team's current proposed restructuring.

Direct reports: None

Salary : 38-45k per annum

Job location: London – Minimum of 4 days a month for applicants within Greater London and a minimum of two days a month for applicant's further afield.

Job Purpose

To successfully implement and develop Operation Smile UK's Individual Giving Acquisition Strategy, in order to maintain and grow income from individual cash and regular giving supporters. This role focuses on acquiring new donors from a variety of fundraising acquisition channels such as door to door, DRTV, digital and various forms of print marketing (cold DM, door drop).

Key Responsibilities

- Manage and drive recruitment of regular givers and cash givers to grow income and supporter volumes, in a multi-channel programme including Door to Door (F2F), digital fundraising channels, DRTV,, cold mailing and door drops.
- Manage relationships with agency partners executing acquisition campaigns on behalf of Operation Smile UK for the betterment of the acquisition programme.
- Lead and execute our door to door (F2F) programme with the goal of expanding this form of acquisition fundraising over the coming years.
- Conduct a comprehensive evaluation of OSUK's digital acquisition fundraising program, including the performance of current agencies and consultants. Develop strategic recommendations and a future-focused plan that leverages the expertise of existing or new external partners.
- Full campaign management and execution in line with prescribed deadlines. This includes briefing agencies, sourcing content, managing data, copy development, proofing, briefing stakeholders, training agents, developing campaign analysis and reporting, managing costs and invoice processing.
- Monitor and report on budgets and assist in building future expenditure and income targets. Work as part of the Individual Giving team to reach strategic targets.
- Work closely with the Communications & Digital team, and Individual Giving team to ensure campaigns are in line with brand standards and integrated seamlessly with supporter retention.
- Work closely with the Individual Giving team to constantly refine the newly introduced 'welcome programme' aimed at transitioning new donors to retained donors and improving retention rate.
- To work closely with the Senior Database Manager and agency partners to review direct marketing acquisition campaigns and ensure that information is used to maximise income for future campaigns.
- Collaborate with the Senior Database Manager to develop and implement essential Power BI dashboards. Proactively request ad-hoc data analysis to track key acquisition metrics and inform strategic decision-making.
- Introduce new acquisition channels and develop existing ones within KPIs to manage risk and keep fundraising up-to-date within evolving channels.
- To ensure that campaigns are where possible integrated or co-ordinated thematically, creatively and/or by target audience to maximise impact.
- To lead in the training of external agencies, effectively communicating the work of Operation Smile to key representatives.
- Travel to meetings in the UK and overseas where necessary.

Person specification

	Essential	Desirable
Experience	Experience working in a Individual Giving fundraising role in a charity or similar organisation, proven success in growing income and donor numbers	Experience in managing print acquisition campaigns such as press inserts, cold direct mail or door drop
	Proven experience in developing and managing growth through digital fundraising	Managing a sizeable acquisition or fundraising expenditure budget
	Proven experience in developing and managing growth through Door to Door/Face to Face fundraising	Ability to negotiate with agencies and get best value for money for OSUK
	Improving supporter experience and supporter journeys	
	Representing the charity in effectively line managing key stakeholders, notably external agencies	
	Proven experience of running acquisition marketing test's backed up by strong result's	
	Experience in making data driven decisions to inform key acquisition expenditure decisions	
	Strong Forecasting & budget management experience	

	Essential	Desirable
Personal Attributes & Skills	Results Driven	
	Experienced in setting targets, defining, monitoring, and evaluating performance, with a focus on achieving outcomes	
	Strong interpersonal skills and effective communicator	
	Strong project management skills	
	Strong analytical skills	

	Proactive Mindset with the ability to fully own areas of work	
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Staff Benefits

- Hybrid Working
- Season Ticket Loan
- 1-day additional holiday each year to a maximum of 30 days annual leave
- Additional days off over the Christmas period
- Cycle to Work Scheme
- Enhanced maternity and sick pay benefits, subject to length of service
- 6.1% employer pension contribution
- Access to the Employee Assistance Programme, a confidential employee benefit designed to help you deal with personal and professional problems that could be affecting your home life or work life, health, and general well-being. The EAP service provides a complete support network that offers expert advice and compassionate guidance 24/7, covering a wide range of issues. Services available include,
 - Life Support Counselling
 - Legal Information
 - Bereavement Support
 - Medical Information
 - Online CBT

Disability Confident Committed Employer

As users of the disability confident scheme, we guarantee to interview all disabled applicants who meet the minimum criteria for the vacancy.

At Operation Smile UK, we see people first and foremost for their performance and potential. We are committed to building a diverse and inclusive organisation that supports the needs of all. As such we will make reasonable adjustments at interview through to employment for our candidates and strongly encourage applications from a diverse candidate pool.

If you require access to this document in alternate formats, or any other adjustments or for help with your application please contact hr.uk@operationsmile.org or call 020 8338 0088.

Equality, Diversity & Inclusion

Operation Smile UK knows fundraising could better reflect the diverse backgrounds and experiences of the people the charity sector supports. If you think you meet some of the criteria for a role and would like to discuss how your other experience might transfer, please ask us for a chat. We're here to support you. Appointments will be made on merit alone and we will gladly make reasonable adjustments to always ensure a fair process.