





Supporter Journey Officer

 **Location:** Remote

 **Salary:** £30,000 - £35,000 per annum

 **Contract:** Full time, Permanent

Background

Social Mind are experts at using social fundraising to drive income and engagement. From product innovation, journey design and campaign builds to virtual event management, we support charities in delivering successful campaigns at scale.

Our fundraising platform, Social Sync, aims to revolutionise the sector with integrated digital fundraising campaigns and behavioural, omni-channel supporter journeys.

We empower charities to raise more money with integrated multi-platform fundraising, drive supporter acquisition and build stronger relationships with sophisticated, personal journeys and we unlock the supporter's potential with meaningful insights.

The Role

The Supporter Journey Team is responsible for delivering world-class behavioural journeys for our charity partners.

You will ensure that we are continuously providing the best supporter journeys in the sector by designing, building, delivering and optimising omni-channel behavioural journeys at scale, in turn delivering value to our clients.

Working across both Social Mind and Social Sync, you will join an existing team reporting into our Campaign Manager and you will ensure all our charities and supporters receive personal, bespoke communications to maximise fundraising for our charity partners.

Key Responsibilities

- **Design and Development:**
 - Develop comprehensive, integrated journeys for supporters across multiple channels.
 - Ensure these journeys are behavioural and provide a great stewardship experience for supporters.
- **Performance Analysis:**
 - Monitor and evaluate the effectiveness of supporter journeys.
 - Analyse key metrics to assess the contribution of these journeys to overall goals, for example, email open and click through rates.
- **Optimisation and Supporter Experience:**
 - Identify areas for improvement within existing journeys.
 - Propose and implement enhancements based on testing and learning outcomes.
 - React to key performance indicators (KPIs) to pinpoint opportunities for journey improvements to help drive campaign performance and income.
 - Make data-driven decisions to refine and improve the journeys.
 - Commit to delivering a high-quality experience for all supporters.
 - Address and resolve any issues impacting supporter satisfaction promptly.

What You Will Do

- Design and build seamless omni-channel, behavioural supporters journeys.
- Regularly review and analyse performance of journeys and the value they add.

- Frequently optimise journeys making recommendations in a test and learn environment.
- Critically evaluate KPIs and identify journey optimisations to improve performance.
- Ensure every supporter has an excellent experience.

Skills and Knowledge

- Experience of designing, creating and delivering outstanding supporter experiences that increase engagement, fundraising rates and average value.
- Ability to understand our charity partners objectives and translating that into exceptional supporter experiences at scale.
- Ability to analyse data and make recommendations that improve fundraising and the supporter experience.
- Meticulous attention to detail.
- Experience of writing stewardship copy and ability to adopt different charity's tone of voice.
- Experience of using communication software.
- Be comfortable operating in a fast paced start up environment, working efficiently at pace with available resources.
- Basic understanding of Charity Law, Data Protection Law, The Fundraising Code of Practice, and other relevant marketing and fundraising standards across the UK

Benefits

- 33 days of paid holiday (pro-rata) inclusive of Statutory Bank Holidays.
- Flexible working hours based on team needs.
- Enhanced maternity and paternity pay.
- Pension contributions.