

# Candidate Pack

Senior Supporter  
Experience Officer

2025



SOS CHILDREN'S  
VILLAGES

# The role

**Job Title:** Senior Supporter Experience Officer – Retention Donor Journeys and Campaigns (Individual Giving)

**Organisation:** SOS Children's Villages UK

**Location:** Remote (must be UK-based)

- Occasional travel to Cambridge or London will be required for meetings or collaborating with colleagues.
- The post-holder is required to have the right to live and work in the UK on the contract as detailed below.

**Salary:** £28,000 - £32,000 dependent on experience

**Contract:** Permanent, full-time (35 hours per week). Flexible working arrangements can be considered.

**Reporting to:** Head of Supporter Care & Development

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## Overview

SOS Children's Villages UK is part of a global federation, founded in 1949. SOS Children's Villages exists to ensure that each child and young person grows up with the healthy relationships they need to become their strongest selves. Working in over 130 countries, we are the world's largest non-governmental organisation focused on supporting children and young people who don't have, or who are at risk of losing, parental care.

We are now recruiting for a Senior Supporter Experience Officer within our Individual Giving team, pivotal to supporter retention strategy, donor journeys, supporter materials, and retention campaigns.

This role directly contributes to the organisation's ability to create meaningful change by inspiring and sustaining ongoing commitment.

**Front cover image:** A mother hugs her child, Ethiopia. © Jakob Fuhr





## Role description

This is an exciting new role and would suit someone who has developed donor journeys and worked on supporter materials and campaigns in a previous role.

Reporting to the Head of Supporter Care & Development, you will be planning, developing and implementing our retention supporter experience to maximise supporter engagement both on-and off-line to help support our growth strategy.

You will be responsible for planning, developing and improving Individual Giving retention donor journeys across all channels, as well as looking after our current retention and supporter collateral. You will work closely with our CRM Data Insight Manager to ensure that all supporters are engaged appropriately and to identify any gaps and opportunities, and with the Communications team to ensure that content and campaigns are delivered.

With excellent communication skills and outstanding attention to detail, you will be self-motivated and capable of multi-tasking and prioritising.



# Responsibilities

## 1. Campaigns

- Project management of retention collateral – such as our twice-yearly supporter magazine - Family Matters, emergency appeals and Christmas warm campaign
- Content planning and liaison with the Communications team (who source and create content) for campaigns– including IG scheduling, project management and e-news approval
- Liaising with external suppliers for print production
- Using insight and analysis to inform campaign planning, implementation and results reporting
- Planning for incorporation of all retention campaigns to relevant donor journeys

## 2. Sharing evidence and research

- Planning, developing and implementing complex multi-channel donor journeys – using Marketing Cloud, Salesforce, telemarketing and offline communications
- Using insight and analysis to inform donor journey planning, mapping, and implementation
- Improving existing IG retention journeys
- Ensure IG donor journeys provide a great experience for supporters. This will include (but is not limited to) our early retention journeys, general journeys, cash, conversion, upgrade, reactivation and Gift-Aid
- Content planning and liaison with the Communications team (who source and create content) for donor journeys – including IG scheduling and project management
- Liaising with external suppliers to create the donor journeys in Marketing Cloud





- Test, monitor, evaluate and report on the effectiveness of donor journeys – implementing improvements based on this approach
- Establish and analyse key metrics to assess the contribution of these journeys to overall goals, for example, email open and click through rates
- Provide assistance for initial Welcome Journey, Legacy, MVD and Community donor journeys – in conjunction with project lead
- Work with the CRM Data Insight Manager on data selection and improving segmentation – ensuring all donor journeys and decisions are data-driven
- Work with external telemarketing agencies and integrate across relevant donor journeys
- Undertake call listening for all telemarketing campaigns
- Support the development and roll out of our new donor product, including migration testing, implementation and evaluation

### **3. Compliance and regulation**

- Keeping abreast of key trends and issues and the regulatory environment for individual giving donor journeys and campaigns. Ensuring that standards are set, procedures followed, and issues acted upon or communicated to all staff and others as appropriate.
- Ensure that the Code of Fundraising Practice is followed, as stipulated by the Fundraising Regulator and best practice is adhered to. Helping implement any new guidance.
- Ensure that all donor journey and campaigns are compliant and adhere to GDPR regulations and internal policies

### **4. Other**

- Keeping abreast of relevant procedures and documentation from international colleagues
- As part of our IG team, to cover occasional calls and resolve enquiries from supporters.
- Understand and follow child safeguarding procedures.
- Understand and follow all SOS Children's Villages UK protocols and processes in line with the employee handbook.



- Develop professionally through training and guidance.
- Actively participate in team meetings, contributing valuable insights and feedback.
- Promote a culture of continuous improvement, seeking feedback and recommending enhancements to existing processes.
- Collaborate with the international SOS Children's Villages community and SOS Children's Villages UK colleagues, sharing best practices and learning from global counterparts.
- Implement the Equal Opportunities Policy into daily activities.
- Be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant EC Directives, including reporting any health and safety hazard immediately when you become aware of it.
- Undertake any other duties as may reasonably be required in this post.





# Person specification

## Essential criteria

- Demonstrable experience in individual giving donor journey planning and implementation
- Demonstrable experience of supporting or managing retention campaigns
- Experience of planning and delivery of multi-channel supporter experiences that increase engagement, fundraising rates and average value
- Ability to report, analyse data and make recommendations that improve donor journeys, fundraising and the supporter experience
- Demonstrable experience of use of Marketing Cloud and Salesforce (or similar) for campaigns, donor journeys and reporting
- Excellent data skills
- Excellent communication skills both written and verbal
- Excellent attention to detail
- Strong organisational skills with ability to manage multiple tasks by prioritising effectively
- Good interpersonal and team working skills, with an ability to work independently
- Experience working across teams, in particular with Communications colleagues
- Self-starter with an ability to work to targets and deadlines and able to work under pressure
- Computer literate and confident in using all MS Office software

## Desirable skills and knowledge

- Desire to evaluate and implement change to improve processes

- Understanding of individual giving audiences and retention
- A hands-on approach to all aspects of the job
- Willingness to work flexibly

## Personal qualities

- **Creative & Problem-Solving:** You are innovative and enjoy tackling complex challenges to meet both supporter and organisational needs.
- **Supporter-Focused:** You are committed to delivering an excellent supporter experience and building meaningful relationships.
- **Trustworthy & Approachable:** You are patient, flexible, enthusiastic, and skilled at fostering strong relationships.
- **Collaborative:** You thrive in a team environment and enjoy working across different teams to achieve shared goals.
- **Adaptable & Open-Minded:** You embrace new ways of working and are eager to learn new tasks and skills as needed.
- **Relationship-Driven:** You are dedicated to meaningful interactions with supporters, ensuring they feel valued and engaged.





# About SOS Children's Villages

**As a child, you need someone who sees you – who stands by you no matter what. Someone who holds you close when you are small and believes in you when you are ready to step into the world.**

However, 1 in 10 children and young people around the world are at risk of growing up alone — separated from their families, neglected or forced to live in an abusive environment.

The effects of this often last a lifetime, creating a harmful cycle that repeats from one generation to the next. Together, we are here to break this cycle and prevent it from happening in the first place.

We go beyond meeting the physical needs of each child, focusing on providing love and support. A positive and supportive childhood empowers children to develop the life skills and resilience they need to move confidently into adulthood.

Because when a child or young person is safe, loved and respected, they can thrive. When they have healthy relationships, they can become their strongest selves. This is why we're here. **We see each child, no matter what the circumstances.**

## What we do

Our locally led operations support and empower children, young people and families:

- **Keeping families together:** we support and strengthen families who are under pressure, helping them to stay together.
- **Caring for children:** we provide quality, alternative care according to each child's unique needs.
- **Youth employability and education:** through training and developing skills, we help young people to prepare for their future and find employment or set up businesses.
- **Protecting children in emergencies:** we support children and families in crisis situations, helping with their physical and psychological needs.

SOS Children's Villages' values are at the heart of everything we do:

- **Courage:** We take action
- **Commitment:** We keep promises
- **Trust:** We believe in each other
- **Accountability:** We are reliable partners



# Benefits of Working with SOS Children's Villages UK

We currently offer the following benefits:

## Holidays

- Annual leave: 25 days entitlement, plus 8 paid bank holidays (pro rata for part-time employees)
- Paid Christmas closure: 3 non-bank holiday working days during the office closure between Christmas Day and New Year's Day are treated as additional paid time off.
- Extra Days: Additional holidays are added after two full calendar years' service, one day for every two years' service, up to a maximum of 5 additional days after 10 years' service (pro rata for part-time employees)
- Sabbatical: 4 consecutive weeks paid sabbatical leave possible after a minimum of 5 complete years of service.

## Pension Scheme Membership

- This is a contributory scheme, into which the Charity will match your contribution up to a maximum of 5% of your basic salary. Enrolment is automatic after 3-months employment for eligible employees, and early opt-in is possible.

## Health and wellness

- Contractual sick pay
- Employee Assistance Programme access comprised of wellbeing resources, online advice chat features, a telephone helpline, and short-term counselling sessions, savings and discounts.
- Trained Mental Health First-Aider in the team
- Life Assurance Cover after 3-months employment, with beneficiary selection.
- Flu vaccination vouchers annually.
- Paid eye tests



## Flexible Working Policy

- Every member of staff, regardless of contract length or current working pattern, can complete a flexible working application.

## Charity days

- Paid charity volunteer days (maximum of 2 days per annum pro rata) if you volunteer for another charity.

## Maternity arrangements

- Employees employed for at least 26 weeks, ending with the Qualifying Week (QW), the 15th week before the expected week of childbirth (EWC), will be entitled to receive enhanced maternity pay of 3 months full pay (Weeks 1 – 12), followed by 3 months half pay (Weeks 13 – 24).

## Travel help

- Travel loan for season travel tickets repayable through monthly salaries, subject to approval.
- Cycle to Work Scheme available.

## Training and development

- Support may be offered towards professional or vocational qualifications/training that enhances capability within the Charity. Subject to approval.



# Commitment to inclusion and safeguarding



SOS Children's Villages UK is an equal opportunity employer that is committed to encouraging equality, diversity, and inclusion in the workplace, and eliminating unlawful discrimination within all employment practices within our organisation. Discrimination and harassment of any kind based on any protected characteristic is prohibited, and recruitment decisions are based on relevant experience, qualifications, merit, and business needs at the time.

We are committed to promoting the welfare of children, young people, and adults with whom SOS Children's Villages UK engages, by preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct. All staff and volunteers are expected to share this commitment through our Code of Conduct and undertake the appropriate level of training to ensure that they understand and work within the safeguarding policies of the organisation.

## Pre-employment checks

Upon offers of employment, the following are required as part of our safer recruitment policy prior to confirming employment:

- Proof of the right to work in the UK, and on the contracted terms specified for this role.
- Receipt of satisfactory professional references and appropriate screening checks from previous employers.
- Self-declaration & Disclosure form completion regarding previous any relevant cautions, or convictions or investigations, or sanctions
- A Standard level Disclosure and Barring Service (DBS) check.
- Read and sign copies of our Code of Conduct Regulation, Child and Youth Safeguarding Policy, and Sexual Misconduct Regulation (PSHEA), and Anti-Corruption Regulation.

**Please note:** SOS Children's Villages UK is a proud participant in the Inter Agency Misconduct Disclosure Scheme (MDS). In line with this scheme, we will request information from job applicants' previous employers (covering the last five years) about any findings of sexual exploitation, sexual abuse and/or sexual harassment during employment, or such incidents under investigation when the applicant left employment. By applying for a role with us, the job applicant confirms their understanding of these recruitment procedures.

# How to apply



**Ready to join our team?**

**Please email a copy of your CV, and covering letter of no more than 2 A4 pages that explains how you meet the criteria outlined in the person specification.**

Title your documents "**[your name] cover letter**" and "**[your name] CV**" and send to **Tracey McCluskey, Head of Supporter Care & Development at [careers@sosuk.org](mailto:careers@sosuk.org)**. Please note that CVs submitted without a cover letter and applications from candidates without the right to work in the UK will not be considered.

**The deadline for applications is Monday 24th February at 09.00 UK time but we reserve the right to close the application process early.**

Interviews will be conducted by online video call (via Microsoft Teams) in the final two weeks of March. We may request interviews ahead of that deadline should we receive sufficient applications.

**We're excited to hear from you!**

