



## Job Description

**Title:** Supporter Experience Manager  
**Accountable to:** Head of Community and Events  
**Direct Reports:** Administration Assistant, Donor Administration Manager  
**Key working relationships:**

<b>Internal:</b>
Communications and Marketing team, Fundraising team, Retail team, Director of Income Generation, IT team, wider staff team
<b>External:</b>
Supporters, Digital related partners and other third-party suppliers.

**Location:** Home Based with travel to National office (Leamington Spa) and locations around the UK.  
**Contract Type:** Permanent  
**Working Hours:** Full Time - 35 hours per week  
**Benefits:** 25 days holiday plus bank holidays (pro rata), Pension Scheme, Flexible working arrangements, Birthday leave after 2 years' service, Paid mileage for travel to locations other than base location.

### Main purposes of the job:

The Supporter Experience Manager is a new post that will oversee the development and implementation of a Supporter Experience strategy in line with Income Generation priorities and objectives.

This role will have an overview of our public facing audiences, with responsibility for developing our donor retention methods and techniques to increase long term income and loyalty.

You will be a data driven and innovative professional, passionate about delivering high class journeys for Life supporters.

A big part of how fundraising targets are achieved is by transforming the experience of supporters. The post holder will work on building and growing an influential new supporter experience that will lead the charge in placing the supporter at the heart of all fundraising activity.

As our Supporter Experience Manager, you will take every opportunity to surprise and delight our supporters, creating unforgettable moments for them to make sure that the act of giving and fundraising for our work is always amazing.

### **Key Responsibilities:**

- Effectively lead and manage an integrated approach to supporter journey development across Life via multiple channels, product innovations and integrated campaigns that build loyalty with the supporter base to improve satisfaction, drive donations and ultimately drive life- time value for the Charity.
- You will work with the Director of Income Generation and Marketing, Head of Community & Events and the Head of Communications and Marketing to implement a multi-channel supporter experience and journey strategy for the charity.
- The team will act as the first port of call for all incoming enquiries, knowing when and how to respond or when to escalate. You will be the main point of contact for our Community Volunteers. You will work with them to keep them engaged, inspired and active with great training, communication and by providing them with the tools, materials, and resources they need to fulfil their roles across the country.
- You will ascertain an understanding of the current experience of existing supporters, identifying engagement and innovation opportunities.
- You will lead and facilitate comprehensive, organisation wide insight gathering and supporter journey mapping workshops to design new experiences and journeys, developing frameworks to do so.
- You will test new journeys, product developments and integrated campaigns with supporters and champion their needs through optimisations.
- Cross sell, upgrade, and exploring untapped opportunities across different teams/audiences in income generation and beyond to ultimately improve supporter lifetime value.
- Work closely with the IT team to help evaluate, improve and optimise the capabilities of Life's Civi CRM database.
- Continually develop supporter retention methods and techniques to increase net income, learning more about our supporters to retain support and maximise long-term loyalty and financial value.
- Develop, monitor and manage accurate budgets/forecasts and strategic plans for the Supporter Experience team which meet the wider departmental and organisational needs.
- Lead the Supporter Experience Team, setting objectives, undertaking regular one to ones, performance reviews and identifying training requirements to ensure the team are able to fulfil the requirements of their roles.

### **Key achievement areas:**

- Proven experience of developing best in class user journeys and experiences in the commercial or non-for-profit.
- Proven experience leading complex cross channel journeys or communication plans from start to finish.

- Proven experience of facilitating or supporting on user research activities including focus groups, surveys, and user testing.
- In-depth knowledge of analytic tools
- Ability to interpret complex requirements and user needs and make recommendations of implementable solutions.
- Relationship building expertise & ability to influence stakeholders across the organisation.
- Proven understanding of how best to use data insight and analysis to make decisions and inform actionable plans.
- Collaborative and constructive working style with the ability to work well across teams.
- Proven ability to time manages effectively and meet deadlines.

### **Personal responsibilities:**

- The post holder must assume responsibility for their own professional and personal development (supported by Life where appropriate) to ensure their continuing competence to deliver Life's requirements.
- A key component of development is being fully aware of regulatory and legal requirements impacting on operational services and ensuring that all staff within those services are aware of and deliver their individual responsibilities

### **Safeguarding Children & Adults at Risk of Harm:**

- Safeguarding is everyone's responsibility, and all employees are required to act in such a way that at all times safeguards the health and wellbeing of children and adults at harm of risk.
- Familiarisation with, and adherence to, the appropriate organisational Safeguarding policies and any associated guidance is an essential requirement of all employees as is participation in related mandatory/statutory training.
- All employees must ensure that they understand and act in accordance with this clause. If you do not understand exactly how this clause relates to you personally, then you must seek clarification from your immediate line manager as a matter of urgency.
- Equally, all managers have a responsibility to ensure that their team members understand their individual responsibilities with regards to Safeguarding Children and Adults at Harm of Risk.

### **Corporate behaviours:**

**All staff are expected to:**

- Work towards the charity's aims and objectives, and uphold it's vision and mission
- Operate in line with our core workplace values which are:
  - Humanity – All people are special and equal
  - Solidarity – We're with you and for you
  - Community – We're better together
  - Charity – Doing good for one another
  - Common Good – Building a better world
- Demonstrate respect for others and value diversity
- Act responsibly regarding the health and safety of themselves and others
- Focus on the client and customer, both internally and externally, at all times
- Make an active contribution to develop the service
- Learn from, and share experience and knowledge
- Keep others informed of issues of importance and relevance
- Consciously review mistakes and successes to improve performance
- Act as an ambassador for the charity and always maintain professional standards
- Use discretion and sensitivity and be aware of issues requiring total customer confidentiality
- Demonstrate a flexible approach to their work
- Abide by and take responsibility for the obtaining, storage, processing and sharing of any personal data within the meaning of the General Data Protection Regulations 2018 and as defined in the relevant Life policies for all aspects of service delivery and working practice, paying particular attention to the protection of personal information in any form and by whatever means it is accessed by you.

In addition, all managers and supervisors will be expected to:

- Value and recognise ideas and the contribution of all team members
- Coach individuals to perform to the best of their ability
- Delegate work to develop individuals in their roles and realise their potential
- Provide support, feedback and guidance to all team members and encourage their team to achieve work/personal life balance

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post holder will perform. The job description will be reviewed regularly and may be changed in consultation with the post holder.

## Post title: Supporter Experience Manager

Personal skill characteristics	Essential (Tick)	Desirable (Tick)
<b>Values &amp; Behaviours</b>		
Ability to demonstrate, understand and apply our workplace values. These are embedded in all roles and employees must evidence their attitudes/behaviours	✓	
Committed to the vision, mission and values of the charity	✓	
<b>Strategic Ability / Innovation</b>		
Ability to lead individuals and teams to achieve key objectives	✓	
Ability to think creatively and identify business development opportunities	✓	
Excellent networking and communication skills	✓	
<b>Experience / Knowledge / Qualifications</b>		
Proven experience of planning, implementing and evaluating successful supporter retention programmes with demonstrable understanding of the key performance indicators affecting outcomes	✓	
Demonstrable understanding of the application of data segmentation, analysis and targeting techniques and methods	✓	
Track record of successfully motivating, leading and developing high performance teams, including setting clearly defined objectives and managing performance	✓	
Marketing/ Charity Retail/ Fundraising strategies and methodologies		✓
Excellent written English, highly numerate and advanced user of MS Office and other IT Systems	✓	
<b>Communication</b>		
Excellent verbal and written communication skills	✓	
Significant interpersonal and consultative skills, including the ability to communicate, present, negotiate, influence and build credibility with colleagues and external parties	✓	
Ability to promote the charity to a wide range of individuals and external contacts	✓	
<b>Personal</b>		
Commitment to quality, customer service, best practice and best value in all aspects of the charity's operation	✓	
Dynamic	✓	
Ambitious	✓	

Ability to work on own initiative	✓	
Handles pressure of meeting deadlines and supports others where possible	✓	
Motivated	✓	
Commitment to own personal and professional development	✓	
Ability to motivate others and work as part of a team	✓	
Ability to negotiate and influence	✓	

#### Internal Use Only

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