

# Role Profile: Supporter Experience Manager

Role updated: 25/02/25

<b>Department</b>	<b>Division</b>	<b>Location</b>	<b>Salary Band</b>
Income and Public Engagement	Public Fundraising	UK Any	C Mid
<b>Reports to</b>	<b>Matrix Manager</b>	<b>No. of direct reports</b>	<b>Value-based behaviour</b>
Head of Public Fundraising			Team / Project Manager

## Purpose

Proactively shape the future of supporter engagement, driving impactful strategies that enhance satisfaction, loyalty, and lifetime value. Collaborating across teams and leveraging data-driven insights, the role will design multi-channel journeys that deepen supporter connections and grow income. Fostering a supporter-centric approach, embracing innovation and adaptability to transform engagement, ensuring every interaction is meaningful, memorable, and aligned with Christian Aid's values and goals.

## Main Areas of Responsibility & Accountability

- Proactively design and implement a multi-channel Supporter Experience Strategy, collaborating across teams and departments to deliver Christian Aid's first unified supporter journey framework, aligned with organisational values and goals. Matrix manage two stewardship roles in IG and Legacy teams.
- Lead the development and adoption of an organisational-wide approach to integrated supporter journeys, fostering meaningful connections to enhance satisfaction, drive donations, and maximise lifetime value.
- Map existing supporter journeys, critically assessing key audience segments to identify and address pain points, recommending impactful improvements that drive coherence and better outcomes.
- Leverage supporter feedback and data insights to continuously refine journeys, aligning communication strategies with supporter needs while fostering trust and ongoing engagement.
- Drive innovation by exploring and applying emerging trends and technologies, testing new approaches to enhance supporter experiences and meaningful engagement.
- Continuously refine journeys and campaigns, using data-driven insights and feedback loops to adapt strategies and deliver impactful results.
- Identify and maximise cross-sell opportunities, ensuring supporters are engaged with Christian Aid's offerings in meaningful and personalised ways.
- Collaborate with the Supporter Data and Insight Team, developing CRM capabilities to enable personalised, data-driven engagement and optimise supporter journey management.
- Take ownership of the supporter journey matrix, ensuring alignment with organisational objectives and driving consistent, high-quality outcomes across initiatives.
- Develop and deliver training programmes, equipping teams with the knowledge and skills to design, implement, and enhance supporter journeys effectively.

### Key Decisions

- Proactively interpret supporter feedback, analytics, and campaign performance data to drive impactful decisions, aligning journey enhancements, campaign strategies, and resource allocation with organisational values and goals.
- Embrace critical thinking and adaptability to assess and prioritise competing demands such as budget constraints, timeline pressures, and strategic objectives, ensuring a balanced approach that addresses immediate needs while advancing long-term outcomes.

### Problem Solving

- Proactively identify areas where supporters encounter frustration, confusion, or disengagement in their journey, critically analysing these challenges to develop impactful solutions that enhance their experience and satisfaction.
- Embrace adaptability and innovative thinking to refine processes, ensuring alignment with organisational goals.
- Navigate and resolve conflicts or misalignments across teams within FSE, fostering collaboration and building trusted relationships to deliver a cohesive, unified approach to supporter experience and journey design.

### Key Interfaces

- Sharing and receiving information, delivering clear explanations on fundraising matters to drive and influence understanding and meaningful action. Tailoring communication to align with the specific needs and perspectives of the audience.
- **Internal:** Public Fundraising (particularly Stewardship roles in IG and Legacy teams and our Supporter Data and Insight team) as well as church and community, philanthropy, mid-value and Comms division especially digital, content, marcomms and brand teams.
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- **External:** Freelancers, Suppliers and Agencies.

### Knowledge, Skills and Experience

#### Essential:

- Significant experience in a supporter experience role or delivering supporter experience/journey strategy.
- Significant experience creating and delivering multi-channel communications and content.
- Highly developed analytical skills to interpret supporter insights and implement strategies.
- Ability to design and refine processes for managing audience journeys.
- Highly developed project management abilities and collaborative skills across teams.
- Highly developed interpersonal skills, with the ability to influence both internal and external stakeholders.
- Highly developed analytical skills for data analysis to inform evidence-based decision-making.

#### Desirable:

- Experience in matrix or line management
- Demonstrated commitment to a supporter-centred approach.
- Experience with using CRM systems (e.g. Dynamics) to optimise supporter engagement.
- Experience leading change initiatives to drive improvements in supporter experience.
- Proven ability to evaluate and measure supporter experience KPI's.
- Interest in International Development.

### Travel

**In Country:** Occasional

**Global:** No travel