

216401 and SCO37717



NSPCC

Together, we'll change children's lives

EVERY CHILDHOOD IS WORTH FIGHTING FOR

Registered charity numbers:
216401 and SCO37717

Job Description

Job Title: Supporter Experience Manager

Directorate: Public Engagement

Team/Department (if specific): Engagement and Fundraising

Date Written/ Amended: August 2026

Context and Background

The Public Engagement team is responsible for developing and delivering the strategy that will drive significant, long-term income growth by inspiring and engaging public audiences to support the work of the NSPCC.

This will be achieved through integrated, audience-led, multi-channel marketing approaches, including; mass participation, individual giving, and campaigns that generate sustainable funding aligned to the NSPCC's strategic priorities.

Alongside income generation, the team plays a vital role in increasing public understanding of abuse and neglect and building advocacy.

The team will foster a high-performing, results-driven culture that values collaboration, innovation, and integration. By focusing on excellent supporter relationship management and purposeful engagement, it will deliver long-term, sustainable impact to support the NSPCC's mission.

Job purpose

Work with the Associate Head of Supporter Experience to shape and deliver audience-led supporter experience across public audiences, ensuring every touchpoint reflects the NSPCC's values and deepens supporter relationships

- Embed supporter experience thinking and strategy within Engagement Delivery squads.
- Use data and insight to track and develop key supporter experience metrics, including satisfaction, loyalty and lifetime value to inform continuous improvement.
- Collaborate across teams to ensure supporter needs are considered in the planning, delivery, and evaluation of public engagement activity.
- Champion a culture of supporter-centricity, acting as a voice of the supporter and advocating for their experience across the organisation.

Key relationships – Internal

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- Reports to Associate Head of Supporter Experience
- Works closely with colleagues across Public Engagement to design and deliver supporter-centric experiences that meet agreed objectives.
- Supports cross-team initiatives to embed supporter experience principles across the organisation.
- Proactively works closely with managers and staff in other NSPCC functions to further fundraising relationships and opportunities for cross departmental working.

Key relationships – External

- External Agencies and Suppliers
- External peers and networks in the charity sector, regularly attending groups in the UK charity sector to ensure the NSPCC is at the forefront of the sector trends.
- Professionals / Trading Bodies / Organisations that are at the forefront of fundraising and marketing

Main duties and responsibilities

Strategic leadership of Supporter Experience:

- Support the Associate Head of Supporter Experience in delivering the supporter experience strategy in line with the Public Engagement strategy.
- Shape and deliver audience-led engagement journeys across public audiences that deepen relationships and align with agreed objectives.
- Act as an advocate for the supporter within campaigns and projects, ensuring their needs are considered at every stage of planning and delivery.
- Contribute to setting functional priorities and standards for supporter experience in collaboration with the Associate Head.

Performance, Insight and Continuous Improvement:

- Use data, behavioral insight, and supporter feedback to inform campaign planning, targeting, and optimisation.
- Monitor key supporter experience metrics such as satisfaction, loyalty and lifetime value, ensuring findings are shared to support continuous improvement.
- Identify opportunities to shape, test, and delivery new approaches to improve supporter journeys, working with colleagues to embed learning.
- Provide regular updates on performance to the Associate Head, contributing to directorate-level reporting.

Leadership and Cross-Organisational Collaboration:

- Work within Engagement Delivery Team squads to embed supporter experience thinking within campaigns
- Collaborate with managers and teams across the organisation, to ensure supporter experience

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principles are consistently applied.

- Build capability across teams by sharing expertise, tools, and best practice in supporter-centric approaches.
- Influence stakeholders to prioritise supporter needs in relevant activities and decision – making forums.

Innovation, Technology and External influence:

- Identify opportunities to use digital tools, marketing automation and personalisation to enhance supporter experience.
- Work with technology a
- nd digital teams to deliver enhancements that improve supporter experience.
- Stay informed of sector trends and best practice in supporter experience, applying relevant developments to NSPCC activity.
- Engage with peers and networks externally to share learning and bring fresh insight to the team.

Responsibilities for all Staff within Engagement and Fundraising Directorate

- To actively participate in regular team meetings and department meetings, contributing to discussions and decisions which will be beneficial to the NSPCC's development of fundraising activities.
- To behave at all times in a manner consistent with the NSPCC's Values.
- To ensure data used in relevant systems is current, accurate and reliable.
- To maintain an awareness of own and others Health and Safety and comply with the NSPCC's Health and Safety policy and procedures.
- A commitment to safeguard and promote the welfare of children, young people and adults at risk.

Person specification

1. Significant experience in customer/supporter experience practices, tools and approaches, including experience driving customer/supporter loyalty and retention
2. Proven experience designing, implementing and optimising supporter journeys and experiences, using insight to improve engagement and loyalty.
3. Strong understanding of CRM systems, data management and governance, including data management and governance.
4. Understanding digital and social methods of generating engagement with supporters.
5. Excellent analytical skills, with experience interpreting complex data, insight and performance information to inform decision making and drive continuous improvement.
6. An understanding of emerging trends, technologies and innovations in supporter experience, customer engagement, CRM and insight practices.
7. Strong stakeholder management and influencing skills, with experience working collaboratively across teams to embed supporter-centric thinking and deliver organisational change.
8. Excellent strategic thinking and problem-solving abilities, with sound judgement, creativity and a solutions-focused approach to improving systems, processes and supporter experiences.
9. Experience working collaboratively across teams and influencing stakeholders to embed supporter-centric thinking.
10. Outstanding communication, planning and organisational skills, with the ability to manage competing priorities, present confidently at all levels, and deliver high-quality outcomes in fast-paced environments.

Safer Recruitment

As an organisation, we are committed to creating and fostering a culture that promotes safeguarding and the welfare of all children and adults at risk.

Our safer recruitment practices support this by ensuring that there is a consistent and thorough process of obtaining, collating, analysing and evaluating information from and about candidates to ensure that all persons appointed are suitable to work with our children and adults.

The recruitment and selection of our people will be conducted in a professional, timely and responsive manner and in compliance with current employment legislation, and relevant safeguarding legislation and statutory guidance.

- Always seek to recruit the best candidate for the role based on merit including their skills, experience, motivation and competencies. Our robust recruitment and selection process should ensure the identification of the person best suited to the role and the organisation.
- Committed to diversity and equality of opportunity and will interview all applicants (internal and external) who self-declare at application as having a disability and who meet the minimum requirements in the person specification of the vacancy they are applying for.
- We will make reasonable adjustments at all stages of the recruitment process in order to enable successful candidates who declare disabilities to start working or volunteering their time with us.
- Any current member of staff or volunteer who wishes to apply for vacancies and is suitably qualified will be considered and addressed fairly and objectively based on their merit.
- As an organisation committed to safeguarding, we will ensure all under 18's joining the organisation will have ongoing risk assessments to ensure their role and activities are safe and appropriate.
- All documentation relating to candidates will be treated confidentially in accordance with the GDPR legislation.