

JOB SUMMARY AND PERSON SPECIFICATION

Salary:

Job Title: Supporter Journey Lead

Reports to: Senior Loyalty Manager

Based at: Home based with an expectation to travel as appropriate each month

Job Purpose	Lead the mapping, development and ongoing improvement of supporter engagement journeys across Commercial. Working with product owners and delivery teams to turn strategy, audience insight and campaign learning into practical journey plans that improve supporter experience, strengthen relevance and increase value over time.
Accountabilities	<ul style="list-style-type: none"> • Drive the development and improvement of supporter engagement journeys across Commercial under the direction of the Senior Loyalty Manager and informed by data and insight. • Work with product owners and relevant teams to define journey requirements, touchpoints, handoffs, audience application and improvement priorities. • Support the use of segmentation, campaign learning and emerging insight to refine journeys over time, helping lay the groundwork for more advanced personalisation and propensity-led activity in future.
Main Responsibilities	<ul style="list-style-type: none"> • Map and maintain current and target journeys across Commercial wherever there is active supporter, fundraiser, partner or prospect engagement, defining the key stages, touchpoints, triggers, handoffs and moments that matter. • Run journey mapping, process discovery and improvement workshops with Commercial and relevant enabling teams to identify pain points, gaps, opportunities and inconsistencies, and translate priorities into clear actions, briefs and workplans. • Work with product owners and relevant colleagues to define journey requirements for campaigns, communications, process changes, data capture and operational improvements, supporting delivery without owning specialist system configuration, technical build or analytical modelling. • Coordinate with Digital/ESP, data, content, supporter care, fundraising and other relevant teams to ensure journey changes are understood, aligned and deliverable. • Ensure audience segmentation is applied meaningfully within journeys so that content, asks and next steps are relevant to different audiences, and support the development of more advanced personalisation over time

	<p>with data and insight colleagues where deeper analytical support is needed.</p> <ul style="list-style-type: none"> • Use campaign learning, supporter feedback and operational insight to identify where journeys should be adjusted, strengthened or simplified, and ensure learning is captured and fed back into future journey design. • Support basic monitoring and review of journey and campaign performance, highlighting issues, recurring friction, risks and opportunities, and helping product owners and wider teams build stronger confidence in using segmentation, results and supporter insight in decision-making. • Maintain proportionate journey and process documentation, and contribute to ad hoc projects and wider supporter experience priorities as required.
Essential Qualifications	<ul style="list-style-type: none"> • Significant experience at Manager level or equivalent leading cross-functional projects related to supporter, customer or audience journeys
Essential Knowledge, Skills & Experience	<ul style="list-style-type: none"> • Experience of mapping, improving or coordinating supporter or customer journeys across multiple channels, with a good understanding of how touchpoints and handoffs shape experience. • Experience of working with journey mapping tools, CRM systems or marketing automation platforms. Experience of campaign planning, stewardship or retention journeys, and using supporter feedback, testing or user research to improve them. • Experience of working across teams to turn insight into practical actions, delivery plans and clearly defined requirements. • Good understanding of audience segmentation, supporter journeys and digital, CRM or marketing workflows, and how these can be used to shape more relevant communications and asks. • Experience of using campaign results, operational feedback or supporter insight to refine activity and improve performance over time, with confidence using basic data, dashboards or performance information. • Strong project coordination, organisational and relationship-building skills, with the ability to manage competing priorities and work collaboratively in a dynamic environment. • Appreciation of Help for Heroes, its mission, culture and values.
Desirable Knowledge, Skills & Experience	<ul style="list-style-type: none"> • Experience in charity fundraising, supporter engagement or supporter experience. • Experience of audience segmentation, personalisation, propensity scoring, next best action approaches, and awareness of data protection, consent and compliance in supporter communications.
Key Competencies & Behaviours	<ul style="list-style-type: none"> • Supporter-focused, with a positive, empathetic and professional approach. • Organised, detail-oriented and practical, with a strong focus on delivery.

	<ul style="list-style-type: none">• Collaborative and confident working across teams, with strong project management, facilitation and coordination skills.• Self-motivated, adaptable and able to work autonomously, while showing integrity, discretion and commitment. <p>Model our values. We are:</p> <ul style="list-style-type: none">• Innovative-Collaborative-Authentic-Resourceful-Energetic
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I have read and understood the Job Description:

PRINT NAME:

SIGNED:

DATE: