



JOB DESCRIPTION

Job Title	Supporter Retention Manager (Loyalty)
Location	Hybrid / London (1-2 days)
MAP Purpose	Medical Aid for Palestinians (MAP) works for the health and dignity of Palestinians living under occupation and as refugees. MAP is the leading UK charity delivering health and medical care to those worst affected by conflict, occupation and displacement, in the occupied Palestinian territory and Palestinian refugee camps of Lebanon.
Job Purpose	The objective of this position is to develop a high-performing retention and development programme – building engagement and growing life-time-value through retention and audience-led journeys. This role will lead on our regular giving, loyalty and supporter journey strategies.
Contract	Permanent
Hours	Full-time (35-Hours)
Reporting to	Head of Individual Giving and Legacies
Managing	Legacy Marketing Officer
Key Internal Relationships	Fundraising Managers, SMT, communications team, finance team
Key External Relationships	Agency partners – creative, print, fulfilment, Telemarketing and SMS. Donation platform providers, supporters and database support agencies.

This job description does not form part of your contract of employment and can be amended from time to time as the needs of the organisation require.

KEY RESPONSIBILITIES

Leadership and Strategy

- Build and inspire a high-performing, results-oriented team focused on delivering sustainable income growth.
- Performance manage and support an Individual Giving Fundraising Officer.
- Lead the development and delivery of Individual Giving plans, inputting to MAP's Individual Giving retention strategy with a focus on regular giving and lifetime value.
- Develop multi-channel (digital and offline) retention products and journeys, including loyalty and regular giving appeals.

Planning and Management of Campaigns

- Collaborate with the Head of team and peers to develop team plans aligned with the Fundraising strategy.
- Ensure the team create and optimize insight-driven, supporter-led campaigns, working with communications colleagues and the Performance and Insights lead.
- Ensure processes and systems are in place to track and meet KPIs, including the development of robust testing plans to optimize campaigns based on insights.
- Manage and motivate a range of agency partners and suppliers.
- Ensure compliance with relevant fundraising legislation and stay updated on changes in relevant thinking and laws.

Innovation

- Lead the investigation, testing, and implementation of product innovations using agile methods to test and learn with efficiency. This includes regular giving products for conversion, upgrade and reactivation.
- Develop bespoke, audience-led supporter journeys, including ongoing journeys for UK and international supporters.
- Proactively stay ahead of emerging trends, acting on learnings to optimise activity.

Budget Management

- Create annual budgets for the Individual Giving programme, setting income and expenditure targets, with support from the Head of team.
- Manage the retention budget, including the regular giving budget, and report on management accounts, reforecast, and assess risk levels.

PERSON SPECIFICATION

Knowledge / Experience

- Relevant experience in fundraising and/or marketing, with experience of direct marketing and developing supporter/customer journeys and campaigns to build long-term loyalty, engagement and income growth.
- Good track record in developing direct marketing plans and campaigns.
- Experience of day-to-day management of external stakeholders and agencies.
- Experience in analysing and presenting data for informed decision-making
- Excellent project management skills, including managing multiple projects and priorities

at once.

Skills

- Able to confidently analyse results and extract insights to inform campaigns.
- Expertise in digital, written and verbal communication, with a supporter-centric approach.
- Effective management and leadership skills.
- Highly proactive - excellent at networking, communicating, and influencing.

Education/training

- Relevant direct marketing/fundraising qualification and/or equivalent experience (desirable).

Personal attributes and other requirements

- Commitment to the aims, values and ethos of MAP.
- Commitment to high standards, fostering trust and confidence in MAP's fundraising initiatives.
- Commitment to zero-tolerance policies on sexual exploitation & safeguarding.
- Commitment to anti-discriminatory practices and equal opportunities, with an ability to apply awareness of diversity issues to all areas of work.
- Ability and willingness to work weekends/evenings in emergencies, and to travel overseas where necessary.
- Abide by organisational policies, codes of conduct and practices.

Note: We encourage all interested applicants to apply even if they don't meet all criteria in the person specification.