

Role Description

Chapter Member - Market



Supporter Acquisition Executive

This role sits within the Market Chapter and is supported by the Chapter Lead.

Salary range: £30,796 - £35,375
Step B, Chapter Member Main

Hours: 35

Location: Home-Based

Contract: Permanent

Disclosure Level: Basic

About the Market Chapter

The Market Chapter brings together specialists in marketing across channels, disciplines and audiences. We create integrated, multichannel campaigns to deliver compelling propositions to parents of deaf children, professionals, supporters and fundraisers.

About the role

You will play a crucial role in raising funds towards our ambitious target of raising £30.6 million to support deaf children, working as part of the team recruiting 111,869 Direct Debit supporters this financial year.

You will manage acquisition campaigns across channels, including face to face, door to door, telephone and online. You'll work closely with colleagues across supporter recruitment, fundraiser training, supporter care and compliance and with our agency partners to ensure we hit our demanding targets to recruit new supporters while ensuring a great supporter experience and ensuring campaigns meet sector-leading standards for compliance.

You'll be enthusiastic about delivering great fundraising campaigns and confident managing important relationships internally and externally. You'll be numerate, able to interpret campaign results and identify areas for approval. You'll also have a keen eye for detail, able to produce accurate reports on campaigns and ensure processes to ensure compliance and quality supporter care are consistently followed.

As a Chapter Member at the National Deaf Children's Society, you'll be in a Chapter of like-minded and skilled specialists, experts, and emerging experts. Every member has a vital role to play, sharing their skills, knowledge and experience and learning and developing together. Led by the Chapter Lead all Chapter Members will value and respect each other's contribution and learn and develop collaboratively.

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Most of your time in this post will be spent delivering vital fundraising campaigns, but part of your time may also be spent using your skills, knowledge and expertise to work in squads of between six to nine people on exciting and customer focused product development. This involves following agile values and principles and working collaboratively with the product owner and colleagues to deliver on the strategic objectives and value for our customers.

Who are you?

- You have experience of fundraising, marketing and/or account management.
- You have great skills at managing stakeholder relationships to ensure long-term value.
- You're passionate about working as part of a team and sharing and developing your skills, knowledge, and expertise in a collaborative environment.
- You have a can-do attitude and are focused on achieving outcomes.
- You're comfortable with numbers, able to review a spreadsheet of campaign results and draw meaningful conclusions.

What will be in your toolkit?

- An understanding of charity fundraising, particularly of the value of Direct Debit supporter acquisition and the role this plays in a fundraising programme.
- Experience of sustaining relationships with suppliers and internal stakeholders.
- Ability to understand and dig into campaign results in order to find directions for improvement and innovation.
- A commitment to the organisation's culture
- Comfort with ambiguity.
- Ability to focus on the needs of internal and external customers.

What will you bring?

- A can-do attitude and focus on achieving positive outcomes.
- Willingness to share thoughts, skills, knowledge, and experience.
- An open mindset, embracing new concepts and ideas.
- Natural collaboration skills, coupled with clear communication.
- Capability to adapt within a changeable environment.
- Desire to learn Agile principles, and to thrive within an Agile project environment.
- Strong digital skills (Microsoft 365)
- Ability to learn from mistakes and unafraid of failure.
- Enthusiasm for giving and receiving continual feedback.
- Passion for continuous improvement - reflecting on progress and performance.

Person Specification

Supporter Acquisition Executive

Essential Criteria		How it is measured
	<i>A - Application</i> <i>I - Interview</i> <i>T – Test or Presentation</i>	<i>Q - Qualification</i>
1.	Proven experience of fundraising, marketing and/or account management, preferably in a charity context.	A / I
2.	Great communication and relationship-management skills, able to provide day-to-day management of fundraising agencies working at significant scale.	A / I
3.	Excellent attention to detail to ensure projects and reports are delivered accurately.	A / I / T
4.	Numeracy, including ability to review campaign results and draw conclusions to improve subsequent campaigns (including use of Microsoft Excel).	A / I / T
5.	Good understanding of the use of databases in maximising revenue from direct marketing activity.	A / I
6.	Passionate about working as part of a team and sharing and developing your skills, knowledge, and expertise in a collaborative environment.	I
7.	A can-do attitude and a focus on achieving outcomes.	I
8.	Open mindset and embrace new concepts and ideas.	I

Desirable Criteria		How it is measured
	<i>A - Application</i> <i>I - Interview</i> <i>T – Test or Presentation</i>	<i>Q - Qualification</i>
1.	Experience of managing fundraising agency relationships delivering significant volume.	A / I
2.	Experience of applying insights derived from analysis or marketing research to fundraising projects.	A / I
3.	Qualification in direct marketing or marketing, e.g. certificate, diploma or degree.	Q
4.	Strong digital skills and a sound understanding of agile values and principles.	I
5.	A good level of deaf awareness and/or working towards BSL level 1 or a willingness to learn (training is provided).	I / Q