

A red squirrel with a bushy tail is perched on a weathered tree stump. The background is a soft-focus field of purple heather under a hazy sky.

## **ROLE PROFILE**

**Support Journey  
Executive- CRM**

# **GROW WITH US**



**WOODLAND  
TRUST**



WOODLAND  
TRUST

# OUR VISION

We're creating a world where woods and trees thrive for people and nature.



## RESTORE

We restore the ecological condition of existing native woods and trees, to increase resilience and create conditions for nature and people to thrive.



## PROTECT

We protect ancient, veteran and valuable woods and trees, to stop the loss of irreplaceable habitat and carbon stores, preserving the UK's natural heritage.



## CREATE

We create quality native woods and get native trees growing to benefit nature, climate and people into the future.



WOODLAND  
TRUST

# OUR ORGANISATIONAL NATURE

Our Organisational Nature is at the heart of how we work together. It helps us understand what it means to be part of the Woodland Trust and empowers us to make an impact every day. Our people embody these ways of working, inspiring and enabling each of us to play a part in achieving our vision.

**A greener, healthier future for our planet starts right here with you.**



Grow Together

We are a team that grows together; made up of unique roles and expertise. We communicate effectively, forging partnerships inside and out, building understanding and trust, valuing differences and recognising each other.



Explore

We know exploration is important, it's how we come up with the best ideas. We won't always get it right but learn and share as we go. We are bold about who we are and encourage healthy challenge.



Focus

We create clarity and stay focused, ready to adapt when we need to. We are empowered to take the time to reflect so that we can develop and work smarter.



Make it Count

We need to create a lasting positive impact. We keep the big picture in mind, harnessing passion and inspiring others to connect with us as we aim to make a genuine difference.

# JOB DESCRIPTION

**Job Title:** Supporter Journey Executive - CRM

**Job Code:** WT1078

**Salary:** £29,823.50 per annum

**Contract:** Full-Time, 9 Month Fixed Term Contract

**Reports to:** Data Selections Lead

**Department:** Supporter Mobilisation

**Team:** Supporter Development

**Location:** Hybrid

Our Working from Home (Hybrid working) policy is flexible and the frequency of time spent working between your contracted office and your home will vary across teams and job roles.

# WHAT YOU'LL DO

## **Main purpose of the job**

This role will provide technical support to the Supporter Journey and Data Selections team. This role will deliver and support the build and optimisation of supporter journeys and help embed a more structured test-and-learn approach to improve supporter experience and operational efficiency.

## **Key Responsibilities:**

- Build, configure and deploy supporter journeys using Dynamics 365 / CRM tools ensuring continuity through critical delivery windows and managing delivery risks.
- Support the setup and refinement of triggers, workflows, and conditional content.
- Assist with troubleshooting journey issues and resolving operational blockers.
- Ensure campaigns are delivered in line with the agreed communications plan.

# WHAT YOU'LL DO

## Key Responsibilities:

- Work with the Data Selection team to ensure accuracy, consistency, and timely delivery.
- Help reduce bottlenecks caused by reduced capacity and system complexity.
- Support design and execution of journey tests (A/B testing, segment testing, trigger testing).
- Capture results and support interpretation of performance data.
- Contribute to improving engagement, conversion, and supporter experience outcomes.
- Support effective use of Dynamics 365 functionality, including underused or under-optimised features.
- Identify opportunities to simplify or improve processes within the system and provide practical support to internal users.

# WE WANT YOU TO:

## GROW TOGETHER

- **Collaborate with purpose** – collaborating effectively with others where it will add value and result in clear and positive impact.
- **Build relationships** – being approachable and developing positive relationships. Making connections internally and externally to pursue shared goals, expand learning opportunities and grow influence. Help others to connect and nurture positive relationships,.
- **Communicate Effectively** – being clear and adapting communication styles to connect with others effectively.

## EXPLORE

- **Evolve and continuously improve** – having the courage to question previously held beliefs and seeks out opportunities to continuously improve the way we work
- **Reflect and learn** – taking opportunities to reflect, learn and improve.

## FOCUS

- **Take effective decisions** – balancing considered, evidence-informed decision taking and quick, decisive action depending on the situation
- **Adapt** – being proactive and flexible; able to take on board new information and respond effectively to a changing internal and or external environment.
- **Prioritise for impact** – building visions/ strategies/plans that have a clear purpose, set of outcomes, monitoring and evaluation and activity that is prioritised based on the impact they will have.

## MAKE IT COUNT

- **Deliver results** – getting work done in a way that is environmentally, financially and ethically sustainable, is considerate of people's wellbeing and always considerate of the broader impact.

| PERSON SPECIFICATION   |                                                                                             | Essential/Desirable<br>(E/D) | Where                 |
|------------------------|---------------------------------------------------------------------------------------------|------------------------------|-----------------------|
| You'll have experience | Building and delivering supporter/customer journeys or campaigns.                           | E                            | Application/interview |
|                        | Conducting A/B testing and optimisation.                                                    | E                            | Application/interview |
|                        | Working with CRM systems (Microsoft Dynamics 365).                                          | E                            | Application/interview |
|                        | Prioritising workload effectively, managing multiple deadlines in a fast paced environment. | E                            | Application/interview |
|                        | Working collaboratively with internal and external stakeholders.                            | E                            | Application/interview |
|                        | Working in a charity, fundraising or supporter engagement environment.                      | E                            | Application/interview |
| You'll need to know    | About marketing automation and customer lifecycle journeys.                                 | E                            | Application/interview |
|                        | About data selection, segmentation or marketing operations.                                 | E                            | Application/interview |

# PERSON SPECIFICATION

|                            |                                                                                                 |                                                                | Essential/Desirable<br>(E/D) | Where                  |
|----------------------------|-------------------------------------------------------------------------------------------------|----------------------------------------------------------------|------------------------------|------------------------|
| You'll have a<br>desire to | Grow Together                                                                                   | Communicate effectively<br>Collaborate and build relationships | E                            | Interview              |
|                            | Explore                                                                                         | Be able to reflect and learn<br>Evolve and improve             | E                            | Interview              |
|                            | Focus                                                                                           | Adapt<br>Prioritise for impact                                 | E                            | Interview              |
|                            | Make it Count                                                                                   | Deliver results                                                | E                            | Interview              |
| You'll be<br>qualified in  | Degree qualification or relevant level of experience working in database marketing roles.       |                                                                | E                            | Application/Onboarding |
|                            | D365 Customer Insights Certification                                                            |                                                                | D                            | Application/Onboarding |
| You'll be<br>subject to    | Pre-employment checks including Right to Work and confirmation of employment history (3-years). |                                                                | E                            | Onboarding             |