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| **Role title:** Supporter Acquisition Specialist (Maternity Cover) | **VSO team responsible to:** Supporter Engagement Manager (Acquisition) | |
| **Responsible for:** N/A | **Work Location:** Remote – in a VSO location | **Birches grade:** BG-08 |
| **Job Purpose:** To support the development and project manage the delivery of VSO's international donor acquisition programme – focusing on acquiring and converting new donors across markets and ensuring their onboarding strategies aid retention. | | |
| ***Safeguarding level:***<br>*VSO has zero tolerance of abuse and exploitation of vulnerable people. We will expect all our employees/ volunteers to commit to protecting children, young people and vulnerable adults from harm and abide by our safeguarding policy.* | ***Level 1:***<br>*This post will have no direct contact/access to children and vulnerable adult; post holder will be expected to have a full commitment to uphold VSO safeguarding policy at all times. As part of our safer recruitment practice, a criminal background check (Basic DBS check for UK or equivalent Police check) will be obtained for post holder prior to start date.* | |

**Role Responsibilities:**

1. To engage, convert, acquire and onboard new and warm audiences using multi-channel such as direct dialogue, digital (e.g. journey planning and mapping, email/SMS), and telemarketing aligned to reflect VSO's Purpose.
2. Manage VSO's direct dialogue fundraising programmes, making choices and decisions on a commercial basis to deliver accelerated income growth.
3. Project management and overview of direct dialogue fundraising in the UK and US (new market) and introducing one other new market in 2027.
4. Providing clear visibility of relationships and performance, alongside managing and monitoring the performance of suppliers.
5. Ongoing attrition and KPI monitoring, evaluation, and improvement planning to maximise new donor acquisition and growth VSO's donor files.
6. Initiate and proactively help identify new (market appropriate) audiences, campaigns, and acquisition products to engage and acquire new donors and income for VSO.

**Collaboration responsibilities:**

1. To effectively and efficiently collaborate and partner with international agencies and freelancers – including face to face fundraising agencies, telemarketing agencies and copywriters and designers.
2. To develop strong relationships and work collaboratively with internal stakeholders across Public Fundraising, Data & Insight,
3. Liaise with Programmes teams to help identify cross-organisational opportunities for achieving public fundraising objectives, while ensuring all communications accurately reflect the need and impact of VSO's work.

**Competences required:**

**Skills:**

- Strong analytical skills and process/insight skills to manage and improve campaigns.
- Excellent communication skills (presenting, written, verbal, and listening) with a demonstrable ability to engage with stakeholders at all levels.
- Excellent relationship management skills with experience working with internal and external stakeholders.
- Project, budget and campaign management skills, with a proven record of managing the complexity of demands and priorities across strategic fundraising projects.

**Knowledge & Experience:**

- Excellent knowledge and experience of direct marketing /fundraising to engage and acquire new donors/audiences in new markets
- Demonstrable knowledge of the fundraising sector and compliance in direct dialogue management.
- Good commercial and financial management experience
- Strong commitment to VSO's values; high energy, enthusiasm, and willingness to learn and continuous improvement.
- Proven experience in a fundraising and/or direct marketing environment
- Experience in direct dialogue, including, but not limited to preparing and delivering training materials, quality monitoring, agency management, attrition reviews and meeting best practice and legislation.