

## Supporter Engagement Manager

<b>Job Level</b>	5	<b>Job reference No.</b>	
		<b>Role review</b>	
<b>Directorate</b>	Fundraising & Supporter Engagement	<b>Service/Function</b>	
<b>Reports to</b>	Head of Supporter Engagement		

### Scale and scope of role

<b>Direct reports</b>	Up to 4	<b>Indirect reports</b>	Total of 5 (direct + indirect)
<b>Budgetary responsibility / accountability</b>	Responsible for the Supporter Engagement Budget (£millions of income and expenditure)	<b>Accountability for other resources</b>	Effective planning of team resource
<b>Reach and impact</b>	Create campaigns seen by millions of people, to develop their engagement with the British Red Cross, leading to greater lifetime value.		

### Context

We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives.

We are part of the global Red Cross and Red Crescent humanitarian network.

### Our values and principles

**Our values** (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

### Directorate overview

The role of Supporter Engagement Manager sits within the Fundraising & Supporter Engagement directorate.

[Resourcing Team to insert directorate overview text from RedRoom in to this space.]

## Purpose of the role

This post oversees the operational delivery of Supporter Marketing & Engagement campaigns with the objective of greater engagement and repeat giving from our supporters, focusing on the audiences, channels and products that will be of greatest long-term benefit to the organisation. Campaigns are directly managed by other team members with varying levels of experience, so this role must ensure the team is effectively managed, developed and kept motivated. The post-holder also develops and manages an expenditure budget of over £1 million.

## Main responsibilities

- 1 Overseeing the creation and launch of supporter engagement campaigns to enable us to deliver the Supporter Marketing & Engagement Strategy**
  - Oversee the creation, planning, delivery and evaluation of campaigns (established and new tests) across a range of channels to develop supporters and lead to deeper engagement and increased lifetime value
  - Ensure activity is cost-effective, delivered to schedule and to a high standard.
  - Ensure activity is compliant with all relevant BRC framework and policy, with sector best practice and with fundraising regulation.
  - Ensure external agencies and suppliers are sourced, managed and reviewed effectively, including overseeing contracts.
  - Develop key performance indicators and ensure performance is monitored, communicated and documented regularly.
  - Brief analysis requests to in-house and external analysts, in order to ensure that management information is obtained, and the programme is insight led.
  
- 2 Supporting the development of our Supporter engagement strategy**
  - Digest and analyse supporter insight to help inform and optimise our audience targeting
  - Act as cross team lead for engagement
  - Have a focus on engagement metrics as well as financial targets and work to increase our experience measures
  
- 3 Income & Expenditure Management**
  - Effectively manage the budgeting and reforecasting process for engagement income and expenditure
  - Approve expenditure up to £20k
  - Closely monitor campaign income and expenditure, and ensure all activity is managed according to agreed budgets
  - Create forecasts and ROI models to plan and evaluate campaigns
  
- 4 Emergency Appeals**
  - In the event of a major emergency, lead our appeal response, liaising with internal departments and external agencies as appropriate to implement an effective fundraising response
  - Continuously improve emergency appeal activity and processes, specifically in relation to supporter engagement, optimising new opportunities to engage and supporter journeys.

## Team Leader

- In addition to direct line management, matrix manage team members across different channels.
- All team members understand their responsibilities and objectives
- All resources involving staff managed in accordance with BRC policies and procedures
- All staff are kept informed of relevant organisational plans and updates on development
- Team ideas and comments are communicated and forwarded appropriately.

## Team Member

- Actively participates in all team meetings
- Supports other team members
- Work and behaves in accordance with all BRC policies and procedures
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).

## Pre engagement checks

### Criminal Records

#### Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

### Drivers Checks

> Required No
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## Diversity

We are committed to being an inclusive employer with a diverse workforce. We encourage applications from people from the widest possible diversity of backgrounds, cultures and experiences – including disabled and ethnic minority candidates. This is to contribute to the breadth of experience we need to respond to people in crisis. You can read more about our commitment to diversity [on our website](#).

## Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)
<b>Knowledge and Skills</b>	Essential	<p>Team leader: Strong leader, team worker and able to inspire others. Able to develop strong working relationships with direct reports, external suppliers and staff at all levels in other teams.</p> <p>Project Management: Excellent project management, scheduling and budgeting skills, with the ability to plan and manage a variety of projects and activities to tight deadlines.</p> <p>Communication: Excellent written and verbal communication skills. Ability to develop targeted communications appropriate to different segments of supporters. Ability to negotiate, mediate and use persuasion skills.</p> <p>Fundraising / Marketing Campaigns: Excellent campaign evaluation skills. Able to critically appraise fundraising materials and activity across a variety of channels. Able to appraise risk in fundraising activity and propose and implement measures to mitigate risk.</p> <p>Proactive approach to problem-solving with the confidence to make decisions.</p> <p>Trends: Broad knowledge of direct marketing trends, in and outside of a charity environment. Knowledge of Fundraising and Charity sector.</p> <p>Regulation: Excellent understanding of direct marketing and fundraising regulations and best practice, e.g. GDPR, the Fundraising Code of Practice.</p> <p>Strong IT skills including advanced Excel.</p>	<p>S, I, A</p> <p>S, I</p> <p>S, I, A</p> <p>S, I</p> <p>I</p> <p>I</p> <p>S</p> <p>A</p>
	Desirable		

		<p>Innovative and creative thinker.</p> <p>Proactive in identifying new fundraising opportunities and developing conceptual ideas into workable plans.</p> <p>Knowledge of databases</p> <p>Formal training in Fundraising and/or Marketing.</p>	<p>I, A</p> <p>I</p> <p>S, I</p> <p>S, I</p>
<b>Experience</b>	Essential	<p>Direct Marketing Channels: Extensive experience in successfully creating, delivering and evaluating campaigns across a variety of direct marketing channels.</p> <p>Line management/ Mentoring: Success in a managerial / team leader role. Experience of line managing and developing more junior members of the team. Experience of mentoring more junior colleagues who are new to campaign management.</p> <p>Collaborative planning: Experience of working successfully with a range of stakeholders to plan and deliver activity. Experience of using insight to develop plans and strategy.</p> <p>Proven ability to work to very tight deadlines in a dynamic environment with often changing priorities.</p> <p>Experience of successfully managing agency and supplier relationships.</p>	<p>S, I</p> <p>S, I</p> <p>I</p> <p>S, I</p> <p>S, I</p>
	Desirable	<p>Direct experience of direct marketing techniques and channels– online and offline.</p> <p>Experience of managing a programme designed to maximise the lifetime value of existing supporters/customers</p> <p>Experience of creating and effectively managing and monitoring substantial budgets (100's of thousands/millions)</p>	<p>S, I</p> <p>S, I</p> <p>S, I</p>

<b>Behaviours</b>	Leading and Engaging: Providing direction, support and clarity to others to enable them to deliver effectively.		I, A
	Working Collaboratively: Building on, and embedding, a culture that reflects our integrated delivery and expands our organisation-wide sense of working collaboratively together and with external partners.		I, A
	Communicating and Influencing: Takes multiple steps to communicate and influence effectively.		I, A
	Developing yourself and others: to achieve and having the commitment to empowering them to do so.		I, A
<b>Additional requirements</b>	Essential	- Upholds the fundamental principles and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic). - Ensures inclusive practice and promotes diversity	I  I

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.