

## Senior Engagement & Loyalty Manager

<b>Job Level</b>	5	<b>Job Reference No:</b>	10422
		<b>Role review date:</b>	May 2024
<b>Directorate</b>	Marketing & Fundraising	<b>Function</b>	Engagement & Loyalty
<b>Service</b>	Marketing & Mass Fundraising	<b>Reports to:</b>	Head of Engagement & Loyalty

### Scale and scope of role

<b>Direct reports</b>	Up to 4	<b>Indirect reports</b>	Up to 7
<b>Budget responsibility/ accountability</b>	£1m	<b>Accountable for other resources</b>	N/A

### Context

We help anyone, anywhere in the UK and around the world to 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 Red Cross and Red Crescent global humanitarian network.

### Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that 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.

### Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

### Purpose of the role

This role sits in our newly created integrated marketing and fundraising directorate. The vision for the combined directorate is to develop ambitious and audience-focused engagement strategies, which span the full portfolio of BRC's activities from fundraising to

social enterprise, volunteering, and operations. We will work together towards a single set of shared goals that enable us to prioritise and maximise opportunities and deliver annual net income growth of £30m p.a. by 2030 and increase the impact of all our marketing.

These are two senior roles in the newly created Engagement & Loyalty function, responsible for transforming how we engage and mobilise our supporters (financial and non-financial) to achieve BRC's mission and strategic objectives.

The purpose of these roles is to ensure that our individual supporters are taken on relevant, inspiring journeys with us. They are responsible for using insight to plan appropriate content which aims to mobilise a range of support for BRC. They oversee the delivery of all supporter communications across a mix of channels (digital, print and telephone) and ensure they are optimised as necessary to meet strategic goals and supporter needs.

These roles develop and manage an expenditure budget of over £1 million and work to an income target of circa £10 million.

The two roles will have clearly defined, individual objectives that share this critical workload.

## Key responsibilities

### Cross-organisational Collaboration

- Work alongside strategy & portfolio planning team and peers in contributing to the development and delivery of a top-level strategic plan and communications plan.
- Role model the spirit of collaboration and build constructive, mutually beneficial relationships with relevant teams in and out of the M&F directorate in co-developing outcome-based marketing activities.
- Be a champion of the supporter, using user research, testing, insight and analysis to embed understanding of audience needs into everything we do.
- Have a test and learn mentality ensuring honesty and openness in mistakes but also ensuring that learnings are embedded in future planning and delivery.
- Develop and embed working styles that support our 'reactive and relevant' strategic goal.
- Collaborate across product teams to lead the integration of journey plans and supporter communications.

### Campaign Planning and Delivery

- Work alongside peers in defining the marketing activities required to make the shared strategic plan and communications plan a reality.
- Ensure all campaigns and activities are strategically led, ensuring excellent priority audience understanding is embedded in all campaign development.
- Ensure all campaign metrics and performance ladders up to our shared measurement framework.
- Ensure learnings are built into onward campaign planning and delivery through accurate reporting.
- Act as a mentor to team members at all levels regarding your specialism.

- Optimise the planning and delivery of campaigns to enable a reactive and relevant approach to all communications.
- Identify problems within supporter journeys and implement plans to achieve solutions.
- Strategically plan multi-channel, multi-proposition supporter journeys (digital and offline – included but not limited to email, mailings, telephone)
- Oversee the delivery of supporter communications.
- Measure, monitor, evaluate and adapt supporter journeys in line with strategic goals and supporter needs.
- Analyse data related to market trends, consumer behaviour, and the performance of past campaigns inform future strategies and make recommendations for optimisation.
- Critically evaluate creative production, using insight to help shape new concepts and territories.

### **Emergency Fundraising**

- In the event of an emergency, develop and implement activity to support the appeal to maximise emergency income across a range of media at very short notice.
- Support the delivery of Disasters Emergency Committee appeals.
- Prepare and plan engagement strategies, processes, campaign assets and tools to maximise our emergency fundraising.
- Being part of an emergency cover rota to include out of hours appeal launches.

### **Risk Management and Adherence to Standards**

- Ensure all activity is compliant with relevant legislation, regulation, codes of conduct, best practice and British Red Cross policies and procedures.

### **Income & Expenditure Management**

- Create the annual Engagement & Loyalty budget, closely monitor campaign income and expenditure, and reforecast I&E throughout the year.
- Approve expenditure up to £20k.
- Create forecasts and ROI models to plan and evaluate campaigns.

### **Line/Matrix Management**

- Develop, motivate and support team members.

### **Leadership Behaviours**

- Authentic, consistent and honest leader.
- Actively listens and allows others to be heard.
- Adaptable to changing needs, pressures and opportunities.
- Empowers others based on their skills and expertise.

- Dynamic, inclusive, compassionate and courageous.

**Team Leader**

- All team members understand their responsibilities and objectives.
- All resources involving staff are managed in accordance with BRC policies and procedures.
- All staff are kept informed of all 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.
- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society’s values (inclusive, compassionate, courageous and dynamics).

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

**Pre-engagement checks**

**Criminal Records**

Type of criminal record checks required for this role:

<b>England and Wales – Disclosure and Barring Service (DBS)</b>
• None
<b>Scotland</b>
• None
<b>Northern Ireland</b>
• None

**Drivers Check** - Required – No

**Person Specification**

<b>Requirements</b>	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)
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<ul style="list-style-type: none"> <li>• Strong experience in creative development including alignment to brand guidelines, tone of voice, and adaptation of assets to audience.</li> <li>• Strong experience of using data, insight, measurement, and testing to optimise performance.</li> <li>• Strong experience managing internal and external supplier relationships.</li> <li>• Experience of creating and effectively managing and monitoring substantial budgets (100's of thousands/millions).</li> <li>• Success in a managerial / team leader role. Experience of line managing and developing more junior members of the team.</li> <li>• Experience of mentoring more junior colleagues who are new to campaign management.</li> <li>• Experience in managing large scale print, telephone and email campaigns</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Proactive in identifying new fundraising opportunities and developing conceptual ideas into workable plans.</li> <li>• Understanding of journey design and of what drives supporter/ customer loyalty and satisfaction.</li> <li>• Experience of audience insight and segmentation principles and use of data and CRM systems to develop journeys.</li> </ul>	S  S  S  S	I  I  I  I	A             A
<b>Additional requirements</b>			
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>- Ensures inclusive practice, challenges discrimination and promotes diversity in line with our <b>Equality, Diversity and Inclusion (EDI) policy</b>.</li> </ul>		I	
<b>Values in Action</b>			
<p><b>Dynamic</b></p> <ul style="list-style-type: none"> <li>- We move forward as one team.</li> <li>- Every day, we're adapting, innovating and learning.</li> <li>- When the unexpected happens, we are calm, quick and efficient.</li> <li>- We respond smartly, using clear processes and systems.</li> </ul> <p><b>Compassionate</b></p> <ul style="list-style-type: none"> <li>- We stand for kindness.</li> <li>- People come first, no matter who or where they are.</li> <li>- We have genuine, open-minded conversations.</li> <li>- Together, we're a united force for good.</li> </ul> <p><b>Inclusive</b></p> <ul style="list-style-type: none"> <li>- We are open to all.</li> </ul>			

<ul style="list-style-type: none"> <li>- We treat each other with dignity and respect.</li> <li>- Every person's uniqueness is valued, supported and celebrated.</li> <li>- Our individual backgrounds and experiences make our organisation stronger.</li> </ul> <p><b>Courageous</b></p> <ul style="list-style-type: none"> <li>- We are bold.</li> <li>- We show our strength by doing the right thing.</li> <li>- We aren't scared to test our creative ideas.</li> <li>- As humanitarians, we go the extra mile to help people in crisis</li> </ul>		
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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.