

Senior Supporter Marketing Project Manager

Job Level	4	Job reference No.	2480
		Role review	September 2020
Directorate	Fundraising & Supporter Engagement	Service/Function	Supporter Marketing & Engagement (SM&E)
Reports to	Specified manager within SM&E team		

Scale and scope of role

Direct reports	Up to 3	Indirect reports	N/A
Budgetary responsibility / accountability	Up to £3k	Accountability for other resources	N/A
Reach and impact	Oversee the scoping, planning and delivery of multi-channel fundraising projects and public-facing campaigns to inspire and engage tens to hundreds of thousands of new and existing supporters, while maximising net income.		

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.

Purpose of the role

This role will oversee projects and campaigns that engage supporters through multiple channels, working collaboratively across directorates on integrated campaigns and new initiatives, with additional income and expenditure management responsibilities.

Main responsibilities

1 Fundraising Projects

- Oversee the creation, planning, delivery and evaluation of multi-channel, compliant, insight-led, supporter-centric campaigns to enable us to deliver the SM&E strategy
- Oversee the delivery of fundraising projects to schedule, to budget and to a high standard
- Effectively manage, and negotiate with, external agencies and suppliers and work collaboratively with internal stakeholders to deliver successful projects and campaigns
- Support with the development of key performance indicators to ensure performance is regularly monitored, communicated and documented
- Analyse results and draw on external learnings and insights to inform analysis requests, making recommendations based on knowledge of the organisation and the external market to maximise net income and improve supporter engagement, briefing the Business Intelligence & Analytics team with analysis requests to ensure that management information is obtained and activity is insight-led
- Keep abreast of key fundraising policies, activities and developments in the wider sector to actively make recommendations on future improvements and opportunities

2 Income & Expenditure Management

- Support on the creation of annual SM&E budgets, the monitoring of campaign income and expenditure, and the reforecasting of I&E throughout the year
- Support on the creation of forecasts and return on investment models to plan and evaluate campaigns
- Negotiate contact terms to ensure best value for the organisation

3 Emergency Appeals

- Liaise with internal departments and external agencies and provide assistance/co-ordinate to implement an effective emergency fundraising response
- Support with the continuous improvement of emergency appeal activity and processes

Team Leader

- 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

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 in the UK. 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 partnership, 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 Red Cross. We want you to feel that you are in an inclusive environment and in a great position to help us spread the power of kindness.

Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)		
Knowledge and Skills	Essential	Excellent knowledge of a range of marketing and fundraising channels and techniques (including: paid and owned social, email, broadcast, print and dialogue)	S	I	A
		Strong working knowledge of creating and effectively managing and monitoring substantial budgets	S	I	A
		IT literate – Microsoft Office	S		A
		Strong interpersonal skills and demonstrable experience of sourcing, managing, negotiating and liaising with suppliers	S	I	
		Ability to think strategically and translate these thoughts into workable operational plans	S	I	
		Outstanding negotiation skills – both with internal colleagues and external suppliers (contracts worth tens and hundreds of thousands/millions of pounds)	S	I	
		Excellent organisational skills with the ability to plan and manage a variety of projects and activities to tight deadlines	S	I	
		Excellent numerical and analytical skills with a proven ability to analyse and interpret results, translating this analysis into action	S	I	A
		Ability to develop excellent working relationships with colleagues, external suppliers and internal departments	S	I	
		Excellent written and verbal communication skills, including the ability to carry out presentations and produce written documents to a high standard	S	I	A
	Excellent attention to detail, including proof-reading skills	S		A	
	Desirable	Strong working knowledge of line management and coaching techniques	S	I	
		Experience of databases	S		
		Experience of writing fundraising/marketing copy or scripts	S	I	A
		Creative thinker	S	I	
		Proactive and creative approach to problem-solving		I	
		Strong team worker and motivator of self and others	S	I	
		Willingness to use initiative and have the confidence to make decisions	S	I	

Experience	Essential	Extensive and proven experience of working in a marketing or fundraising environment	S	I	A
		Proven and significant experience of creating and managing a range of marketing and/or fundraising campaigns and projects from start to finish	S	I	
		Experience of data analysis, including analysing trends and KPIs, applying learnings and making recommendations to improve the SM&E programme, with an understanding of analysis needs specific to SM&E campaigns	S	I	
	Desirable	Experience of gathering and using audience insights	S	I	
		Proven ability to work to very tight deadlines across multiple campaigns and projects in a dynamic environment with often changing priorities	S	I	
		Experience of managing campaigns to tens/hundreds of thousands of people	S	I	
		Understanding/experience of managing supporter/customer relationships	S	I	
		Line management experience	S	I	
		Experience or understanding of supporting the decision-making skills and development of others	S	I	

Behaviours	Solution Focussed: Sees multiple connections				
	<ul style="list-style-type: none"> > Uses a range of methods to identify solutions and make decisions, involving others where appropriate 				
	Developing yourself and others: Develops skills and abilities for the long-term				
	<ul style="list-style-type: none"> > Facilitates on-going learning and development for themselves and others by prioritising development and promoting, supporting and making available developmental opportunities and evaluating their effectiveness 				
	Embracing and Leading Change: Promotes constructive change				
	<ul style="list-style-type: none"> > Manages own responses to uncertainty around change and takes account of other peoples' responses 				
	Working Collaboratively: Pro-actively builds collaborative relationships internally and externally				
	<ul style="list-style-type: none"> > Manages relationships and partnerships for the long-term – sharing insights, building trust, constructively and openly tackling conflict in order to agree solutions 				
Additional requirements	Essential	<ul style="list-style-type: none"> > Ensures inclusive practice and promotes diversity > Be willing to work unsociable hours and be part of the on-call rota to deliver emergency fundraising appeals, when necessary 			
	Desirable				

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.