

# PLAN INTERNATIONAL UK JOB PROFILE

<b>Job Title</b>	Senior Sponsorship Experience Officer
<b>Department</b>	Public Engagement
<b>Unit (if appropriate)</b>	Individual Giving
<b>Grade</b>	3
<b>Salary</b>	£24,725 per annum (full time equivalent of £40,620 per annum)
<b>Contract type</b>	Permanent, part time (21 hours per week)
<b>Reporting to</b>	Supporter Retention & Legacies Manager
<b>Responsible for</b>	Sponsorship Experience Coordinator

## Overview

Plan International UK is an independent development and humanitarian charity that advances children's rights and equality for girls. We believe in the power and potential of every child. Working together with children, young people, our supporters and partners, we strive for a just world, tackling the root causes of the challenges facing girls and all vulnerable children. We have been building powerful partnerships for children for 80 years, and are now active in more than 70 countries.

The Public Engagement department strategically combines fundraising, major partnerships, campaigns, and communications to raise funds and create a shift in public opinion on international children's development and rights issues by mobilising the income, resources and forces that are needed to support Plan's work.

The Individual Giving Unit is made up of the following areas: Supporter Acquisition, Supporter Retention & Legacies, Supporter Engagement, Sponsorship Operations and Database Marketing & Insight.

Our primary proposition is Child Sponsorship, where we deliver an engaging one to one relationship to around 80,000 child sponsors. The Individual Giving Unit is responsible for generating income from individuals through high-quality direct-marketing activity and for fulfilment of the sponsorship journey. This is done through a process of donor acquisition, retention and upgrade alongside developing and offering other mass-marketed fundraising propositions for supporters to participate with. This team therefore delivers the direct fundraising activity to solicit sponsorship and other regular/one off donations alongside ensuring that income is accurately managed and available to the whole organisation. Finally the team provide direct supporter engagement to respond to and communicate with supporters and specific sponsorship related operations. The Unit is expected to deliver award winning fundraising campaigns and activities, testing and developing innovative ways to solicit public donations, and challenging, where appropriate, the normal parameters of charity donor marketing in order to deliver more supporters and income to the business.

## Job Purpose

- Lead on strategy & development of key areas of the sponsorship supporter journey including the welcome journey
- Manage the quality, development and production of mandatory one to one sponsorship communications, working with the Sponsorship Operations Team on delivery
- Work with relevant Sponsorship colleagues across Plan International to ensure Plan International UK is adequately represented and informed
- Oversee the management of sponsor visits
- Work as part of the wider individual giving management team feeding into team strategy and planning

Key Duties	Key Activities
<p><b>Developing excellent sponsorship experience</b></p>	<ul style="list-style-type: none"> <li>• Manage the quality, development and production of mandatory one to one sponsorship communications , working with the Sponsorship Operations Team on delivery</li> <li>• Responsible for the effective communication of phase out/cancellation/graduation/death communications to sponsors through relevant and appropriate channels, liaising with the country Programme Unit as necessary</li> <li>• Work with the Supporter Engagement Manager and team, to ensure delivery of a first class supporter experience to sponsors</li> <li>• Ensure that Plan International UK is a global centre of excellence in the provision of sponsorship experience, working with colleagues across Plan International</li> <li>• Continuously review and develop mandatory sponsorship communications processes to ensure that contact with potential and current sponsors delivers the best supporter experience possible</li> <li>• Responsible for developing communications to sponsors about their sponsored child in emergencies (e.g. humanitarian and/or natural disaster), working with the Senior Supporter Retention Officer to coordinate fundraising asks as part of their giving journey</li> <li>• Devise, manage and produce a programme of discrete, tailored, bespoke communications to small numbers of sponsors celebrating sponsors' impact</li> <li>• Manage and produce tailored, bespoke communications to small numbers of sponsors informing them of any country-specific changes to Plan International's sponsorship programme.</li> <li>• Lead on the specific journey management of new sponsors, ensuring they receive an inspiring experience within the highest attrition period of their journey with Plan International UK.</li> <li>• Work closely with the Senior Supporter Retention Officer to coordinate and manage sponsors' journeys ensuring mandatory one to one communications fit coherently alongside the wider giving journey.</li> <li>• Work closely with the Senior Legacy Officer to integrate legacy messaging where appropriate into sponsor supporter journeys.</li> <li>• Responsibility for the sponsor visit programme, supporting the Coordinator in in arranging visits for sponsors and other supporters in line with Plan International UK's visit and child protection procedures, liaising with the relevant programme country, other bodies like the Disclosure and Barring Service (DBS), Plan International UK colleagues and the visitors as necessary</li> <li>• Follow-up all visits in order to maximise their benefit and potential to Plan International UK and to ensure that policies have been followed.</li> <li>• Scoping and delivery of stewardship events, leading on sponsor experience</li> <li>• Take a proactive approach to connecting with Country Offices and the wider Plan International family to ensure up to date information from sponsorship programmes in countries can be gathered and communicated appropriately to sponsors.</li> <li>• Create and develop a culture of continuous improvement in order to enhance the sponsor experience by continually reviewing and evolving our procedures</li> <li>• Working with the Supporter Retention &amp; Legacies Manager and Sponsorship Experience team to ensure a consistently excellent</li> </ul>

	<p>and compelling standard of standard communications to sponsors</p> <ul style="list-style-type: none"> <li>• Ensuring that documentation on sponsorship journeys and creative is up to date at all times</li> </ul>
<b>Lead and manage the Sponsorship Experience Co-ordinator</b>	<ul style="list-style-type: none"> <li>• Leadership and development of the Sponsorship Experience Coordinator and any volunteers: manage, motivate and coach the Coordinator, setting clear annual targets and objectives and managing performance against these.</li> <li>• Provide operational management to the Coordinator, including planning and organising workload, developing and agreeing services, identifying and resolving operational issues and taking responsibility for performance.</li> <li>• Work with all fundraising teams on agreed annual planning calendar to aid planning of Sponsorship Experience resource.</li> </ul>
<b>Other Duties</b>	<ul style="list-style-type: none"> <li>• Work with relevant Sponsorship colleagues across the Plan International federation to ensure Plan International UK is adequately represented and informed and relevant reporting is carried out in a timely manner, attending regional meetings as required</li> <li>• Be a lead on child protection issues relating to sponsorship experience, liaising with the organisational lead and ensuring measures are in place to minimise the associated risks in line with best practice</li> <li>• Contribute to regular attrition reporting and reviews alongside Senior Supporter Retention Office</li> <li>• Work proactively with the Head of Individual Giving and other team members to review mandatory sponsorship communications</li> <li>• Develop, implement and manage relevant sponsorship experience policies, procedures and processes.</li> <li>• Be an ambassador for Plan International UK and its supporters, supporting the delivery of the vision and ensuring that the charity's profile and reputation are enhanced.</li> <li>• Build relationships at all levels to ensure the work of the Sponsorship Experience team is understood and actively supported by other teams. Ensure that you and your team work actively with other colleagues and wider organisational goals.</li> <li>• Keep abreast of Data Protection, GDPR, fundraising regulation and other relevant legislations and keep own knowledge up to date and proactively inform the organisation as appropriate of any relevant changes and their implications.</li> <li>• Work as part of the wider Individual Giving management team feeding into team strategy and planning.</li> <li>• Any other duties as directed by and agreed with the Supporter Retention &amp; Legacies Manager</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• Ensure that all activities undertaken on behalf of Plan International UK, externally or internally, are in line with the overall aims of the organisation and with policies and procedures.</li> <li>• Participate in training and other activities as requested</li> </ul>

<b>Awareness and Representation</b>	<ul style="list-style-type: none"> <li>• Commitment to Plan's position on promoting girls' rights and gender equality, and integrating this into all aspects of work.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Commitment to child safeguarding and to being confident and competent in meeting safeguarding responsibilities</li> </ul>
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<b>Level of Child Protection Responsibility</b>	High – has control over child safeguarding policies or procedures
<b>Level of Budgetary Responsibility</b>	Medium –Supporting the Supporter Retention & Legacies Manager with budgets.

*This is not intended to be an exhaustive list. Your job description may be subject to change.*

<b>Date Created</b>	October 2019
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<b>PERSONAL COMPETENCIES</b>	
<b>Competency Title</b>	<b>The successful candidate will be able to....</b>
<b>Communicating with all stakeholders</b>	<ul style="list-style-type: none"> <li>• Influence and negotiate using confidence understanding, and assertiveness</li> <li>• Confidently represent the Sponsorship Experience team to Senior Management team</li> <li>• Communicate complex issues clearly, succinctly and constructively to a variety of stakeholders</li> <li>• Communicate clearly, concisely, confidently and assertively in a well-structured manner, verbally and in writing</li> <li>• Communicate our vision and business plan</li> </ul>
<b>Working effectively and efficiently</b>	<ul style="list-style-type: none"> <li>• Ensure that impact is a feature of their work and maintain continuous monitoring, suggesting changes where appropriate</li> <li>• Take a flexible approach to managing a wide and varied workload, prioritising and delegating accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines</li> <li>• Influence change within their team and the wider organisation, adapting to change positively and encouraging others</li> </ul>
<b>Demonstrating Plan values</b>	<ul style="list-style-type: none"> <li>• Show a proactive commitment to developing people and self-development through continuous improvement;</li> <li>• Create an environment where employees, and other stakeholders work to improve the way things are done</li> <li>• Demonstrate a commitment to consistently seek innovative ways to improve the way things are done and inspire others to do the same.</li> </ul>

<b>RELEVANT EXPERIENCE</b>
<b>The successful candidate will have experience of ....</b>
Working in a similar role in a marketing /fundraising department including direct marketing specifically
Significant experience of managing supporter/customer experience and managing, devising and coordinating supporter journeys
Providing excellent customer/supporter service, including difficult or distressing situations
Project management – specifically supporter/customer communications across a range of channels including telephone, mail and email.
Developing, planning and implementing new processes and/or systems, including reviewing and updating processes, procedures and policies.

Experience in motivating and leading a group to perform at their best, including managing staff.
Strong operational knowledge and experience of database and business systems management, segmentation, extracts and analysis, within the charity sector or commercial context
Experience of financial management including budgeting and forecasting
Experience of business process improvement and implementation

<b>SPECIFIC SKILLS AND KNOWLEDGE</b>	
<b>The successful candidate will have the ability to....</b>	<b>The successful candidate will have knowledge of....</b>
Establish, manage and drive outstanding performance from relationships with external suppliers and consultants	Direct Marketing techniques & campaign management – demonstrated through relevant experience
Demonstrate an awareness of child protection issues	A working knowledge of customer acquisition rationale and process, preferably within a fundraising environment.
Review, improve, update and write policies, processes and procedures	In depth understanding of charity fundraising environment.
Be actively engaged in the market and aware of developments in the sector	Database management and segmentation including using a contact management database, both day-to-day and to extract, use and interpret data
Demonstrate a high level of drive and ambition, both personally and for the organisation	Principles of donor stewardship, particularly with regular givers, legacy pledgers and major donors/mid value
Lead by example when managing relationships and risks	