

PLAN INTERNATIONAL UK JOB PROFILE

Job Title	Senior Supporter Retention & Development Officer
Department	Public Engagement
Unit	Individual Giving
Grade	3
Salary	£39,640 per annum
Contract type	Maternity cover contract from June – December 2018, full time (34.5 hours per week)
Reporting to	Supporter Retention & Development Manager
Responsible for	2-3 Direct Marketing Officers

Overview of Department

The Public Engagement department encompasses fundraising, major partnerships, campaigns, online and offline publishing, media relations, public policy and advocacy 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. Its role is to:

- Raise funds by engaging, securing and maintaining support from UK individuals, companies & other major partners.
- Raise the profile and awareness of Plan International UK's work among key target audiences, inspiring their support.
- Leverage Plan International's programme work through effective advocacy and campaigning.

Its current audiences are supporters and potential supporters among UK individuals, UK businesses, the education sector and opinion formers on development policy, including UK Parliamentarians.

The role of the Individual Giving Unit is to recruit, retain and develop the support of individuals and households in the UK. The majority of current supporters sponsor a child, but there are a growing number of ways that individuals in the UK can engage with, and financially support, Plan's work with children. It is the job of the supporter retention and development team to manage communications with existing supporters to both retain their loyalty and develop our relationship.

Job Purpose

To devise and take the lead in managing and executing the individual cash and regular giving supporter communication and fundraising activity plan, in order to maximise the lifetime value of supporters through retention and development.

Key Deliverables	Key Activities
Strategic development and management of Sponsorship and other product(s) communications cycles to effectively retain and develop	<ul style="list-style-type: none"> • Lead on the strategy and management of retention and development campaigns for all existing sponsors, regular donors and cash supporters. • Lead on the development of supporter journeys for existing sponsors, regular donors and cash supporters including retention activities, cash, upgrade and cross sell activities. • Oversee the production of newsletters, updates on Plan International UK's work, thank you letters and other retention tools

supporters.	<p>to decrease attrition amongst our regular givers</p> <ul style="list-style-type: none"> • Oversee the production of cross-sell and upgrade campaigns to cash and regular givers across public engagement • Oversee management of cash appeals as planned through the year. • Regularly monitor and report on retention and development activity ensuring it is performing efficiently and effectively
Ensuring adherence to strategic priorities	<ul style="list-style-type: none"> • Contribute to short-and long-term planning by monitoring and evaluating medium-term and long-term campaign performance in terms of key KPIs, and making recommendations based on this information. • Brief media, creative and fundraising agencies on strategy and annual plans, evaluating and liaising with Supporter Retention and Development Manager on agencies' strategic recommendations, and ensuring adherence to agreed approach. • Ensure that campaigns are, where possible, integrated or coordinated thematically, creatively and/or by target audience to maximise impact. • Monitor media and markets to spot long- and short-term opportunities. Keep internal departments informed of Supporter Retention and Development programme ensuring systems and information are in place to deliver the programme (including the Digital team and Supporter Relations).
Emergency Appeals	<ul style="list-style-type: none"> • Manage the emergency appeal process both offline and online, in line with DEC fundraising procedures. • Manage creative development and production of appeals
General Responsibilities	<ul style="list-style-type: none"> • Manage two-three direct line reports to ensure the supporter retention and development programme is executed as planned (including training, appraisals and one to ones). • Manage external creative and telemarketing agencies to ensure that projects deliver the required return and are delivered on time and on budget. • Oversee data selection for campaigns including segmentation, flagging and exclusions as required. • Liaise with internal departments to gather information required to inform the programme and to gain approval for material where required. • Keep internal departments informed of SR&D programme ensuring systems and information are in place to deliver the programme (including the Digital team and Supporter Relations). • Monitor and report on activities. • Input into planning process on all areas of responsibility in relation to forecast income, spend, new ideas • Deputise, and provide support for, the Supporter Retention and Development Manager when required • Continue to innovate and improve efficiency of processes

General	<ul style="list-style-type: none"> • 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. • Participate in training and other activities as requested
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Awareness and Representation	<ul style="list-style-type: none"> • Commitment to Plan's position on promoting girls' rights and gender equality, and integrating this into all aspects of work. • Commitment to child safeguarding and to being confident and competent in meeting safeguarding responsibilities
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Level of Child Protection Responsibility	Standard – Commitment to uphold to Child Protection guidelines at all time.
Level of Budgetary Responsibility	Medium - Supporting the Supporter Retention and Development Manager in determining activity budgets, assigning and monitoring spend against budgets, and liaising with Manager to re-assign budgets as required on other products.

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

Date Created	May 2018
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PLAN INTERNATIONAL UK PERSON SPECIFICATION

PERSONAL COMPETENCIES

Competency Title	The successful candidate will be able to....
Communicating with all stakeholders	<ul style="list-style-type: none"> Communicate effectively with the ability to adapt styles to meet the needs of different audiences tactfully and diplomatically. Be a team player with an ability to form effective and constructive working relationships across the whole organisation and wider network within sector.
Working effectively and efficiently	<ul style="list-style-type: none"> Work on own initiative with a flexible attitude to work, managing a wide and varied workload and competing priorities
Demonstrating Plan values	<ul style="list-style-type: none"> To assist the Individual Giving Unit in meeting all demands of the business plan. Keep up to date with key development and fundraising issues to be able to spot new opportunities as they may arise. Provide a high level of customer service to all internal and external stakeholders

RELEVANT EXPERIENCE

The successful candidate will have experience of

Working in a similar role in a marketing /fundraising department including direct marketing specifically

Project management – specifically campaign management of direct marketing appeals across a range of channels including mail and email.

Managing, devising and coordinating supporter journeys

Briefing and managing agencies and suppliers

Line management

Budget management – managing, monitoring and reporting across team income and expenditure budgets

SPECIFIC SKILLS AND KNOWLEDGE

The successful candidate will have the ability to....

Demonstrate an awareness of child protection issues

The successful candidate will have knowledge of....

Marketing and fundraising techniques, with a specific focus on direct marketing and up to date best practice

Analyse data and interpret reports to identify trends and learnings	Development principles
Use computer packages efficiently including Excel, and other Microsoft Office packages	Database management and segmentation including using a contact management database, both day-to-day and to extract, use and interpret data
	Principles of donor stewardship, particularly in relation to regular givers (desirable)

Date Created	August 2017
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