

PLAN INTERNATIONAL UK JOB PROFILE

Job Title	Supporter Acquisition Officer
Department	Public Engagement
Unit (if appropriate)	Individual Giving
Grade	4
Salary	£33,250 per annum
Contract type	Permanent, full time (34.5 hours per week)
Reporting to	Senior Supporter Acquisition Officer

Overview of Department

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, Supporter Engagement, Sponsorship Operations and Marketing Performance.

Our primary proposition is Child Sponsorship, where we deliver an engaging one to one relationship to over 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. The unit 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 unit provides 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.

This Supporter Acquisition Officer role sits within the Acquisition team, responsible primarily for recruiting new child sponsors and other regular givers.

Job Purpose

- Manage and deliver high quality supporter acquisition campaigns, ensuring activities are executed to time and to budget, in order to maximise response and the lifetime value of supporters.
- Maximise income of supporters through optimising response and minimising campaign costs

Key Deliverables	Key Activities
Planning, implementation, analysis and evaluation of acquisition campaigns	<ul style="list-style-type: none"> • Manage supporter recruitment campaigns to a range of propositions across a range of media and channels, including Direct Dialogue, DRTV, Telephone, Inserts and other channels as agreed with your line manager • Manage all aspects of the designated acquisition campaigns from concept through to execution including creative, timetables, sign off procedures, delivery and invoice payment. • Monitoring, testing, implementing and refining integrated supporter welcome journeys • Seeking continuous improvement of campaigns through research, testing and evaluation • Briefing and managing relationships with account teams at media, creative, fundraising and call-handling agencies. • Monitoring campaign performance and ensuring they are delivered to agreed timetables, budgets and results – with excellent attention to detail. • Working closely with supporter-facing suppliers, to ensure that Plan International UK is represented accurately at all times, and excellent customer service is provided to new supporters • Briefing and managing relationships with media, creative, fundraising and call handling agencies, working closely with all supporter facing suppliers to ensure excellent customer service is provided to new supporters. • Working closely with internal stakeholders such as the data team for accurate recording on the database for source codes and results analysis
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 to increase a supporter's LTV. • Brief media, creative and fundraising agencies on strategy and annual plans, evaluating and liaising with Senior Supporter Acquisition Officer and Supporter Acquisition Manager on agencies' strategic recommendations, and ensuring adherence to agreed approach. • Working with media, creative and fundraising agencies on short and long term specific channel testing in line with Annual Acquisition strategy • 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 the Supporter Acquisition programme ensuring systems and information are in place to deliver the programme (including the Digital communications team and other Individual Giving teams).
Emergency Appeals	<ul style="list-style-type: none"> • Support the acquisition emergency appeal process, in line with DEC fundraising procedures. • Support creative development and production of acquisition appeals

Other Responsibilities	<ul style="list-style-type: none"> • Working closely with the Supporter Engagement team to help ensure new supporters and enquirers receive the best possible service from Plan International UK. • Collaborate with the Senior Digital Acquisition Officer to ensure alignment of online supporter acquisition activities and organisational activity • Manage external creative and telemarketing agencies to ensure that projects deliver the required return and are delivered on time and on budget, including training fundraisers. • Liaise with internal departments to gather information required to inform the programme and to gain approval for material where required. • Monitor and report on activities. • Input into planning process on all areas of responsibility in relation to forecast income, spend, new ideas • Work with the Marketing Performance team to commission and conduct research, data analysis and modelling as appropriate • Keep abreast of key fundraising trends and issues and the regulatory environment around individual giving and ensure that standards are set and issues acted upon • Adhere to Fundraising Regulator and other sector body guidelines and engage as appropriate • Continue to innovate and improve efficiency of processes • Any other duties as directed by and agreed with the Senior Supporter Acquisition Officer
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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	Medium - has responsibility for ensuring child protection is a priority in all supporter acquisition campaigns. Only very limited direct contact likely with children involved in Plan's work in the UK or overseas.
Level of Budgetary Responsibility	Low

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

Date Created	March 2018
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PLAN INTERNATIONAL UK PERSON SPECIFICATION

PERSONAL COMPETENCIES	
Competency Title	The successful candidate will be able to....
Communicating and relationships with all stakeholders	<ul style="list-style-type: none"> • Understand and convey sometimes complex issues to internal and external stakeholders • Influence and negotiate using confidence and understanding • Communicate clearly, concisely, confidently and assertively in a well-structured manner
Working effectively and efficiently	<ul style="list-style-type: none"> • Take a flexible approach to managing a wide and varied workload, demonstrating excellent organisation skills • Prioritise accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines • Ensure that impact is a feature of their work and maintain continuous monitoring, suggesting changes where appropriate;
Development and values	<ul style="list-style-type: none"> • Demonstrate and inspire others to consistently seek innovative work methods to improve the way things are done; show a proactive commitment to self-development through continuous improvement • Contribute towards an environment where employees, and other stakeholders work to improve the way things are done

RELEVANT EXPERIENCE
The successful candidate will have experience of
Working in a fundraising/marketing environment, specifically direct marketing and using direct marketing techniques to recruit new supporters
Project management – specifically campaign management of acquisition direct marketing appeals across at least two or more of the following channels; DRTV, print, telephone and direct dialogue
Briefing and managing agencies and suppliers
Coordinating welcome journeys
Campaign budget management – managing, monitoring and reporting across activity income and expenditure budgets
Data analysis
Setting and monitoring targets
Planning and implementing new processes and/or systems

Delivering training to fundraisers and adapting training methods to meet different learning styles
Relating to people from a variety of diverse cultural backgrounds
Experience of using digital marketing channels is desirable

SPECIFIC SKILLS AND KNOWLEDGE	
The successful candidate will have the ability to....	The successful candidate will have knowledge of....
Demonstrate an awareness of child safeguarding issues	Direct Marketing techniques & campaign management – demonstrated through relevant experience
Use initiative to make recommendations on the best use of budget to maximise lifetime value on recruitment campaigns	Customer acquisition rationale and process, preferably within a fundraising environment.
Implement supporter acquisition strategies and activity plans	International development issues
Evaluate and amend copy and creative to ensure best possible results	In depth understanding of charity fundraising environment.
Be actively engaged in the market place and aware of developments in the sector	Principles of donor stewardship, particularly in relation to regular givers (desirable)
A high level of drive and ambition, both personally and for the organisation	Database management and analysis