

# PLAN INTERNATIONAL UK JOB PROFILE

<b>Job Title</b>	Supporter Retention Officer
<b>Directorate</b>	Fundraising
<b>Unit</b>	Individual Giving
<b>Grade</b>	4
<b>Salary</b>	£35,962 per annum
<b>Hours</b>	Full-time (34.5 per week)
<b>Contract type</b>	Permanent
<b>Location</b>	UK based working from our offices near Old Street, London. We are currently piloting a hybrid working model, where staff split their time between working at home and in the office.
<b>Reporting to</b>	Supporter Retention Manager
<b>Responsible for</b>	N/A

## Overview

Plan International strive to advance children's rights and equality for girls all over the world.

Working together with children, young people, our supporters and partners, we're tackling the root causes of gender inequality and child poverty. We've been building powerful partnerships for over 80 years, and we're now active in more than 70 countries.

We work to give every child the same chance in life. In every child there's a spark of imagination, curiosity and ambition. But not every child is born with the same opportunities. When you face poverty or violence the odds are stacked against you. When you're a girl it's even harder to be safe, to be in school and to be in charge of your body. All children deserve an education, health care and clean water. All children deserve the chance to thrive. We're fighting so every child, especially every girl, knows their value. We're fighting so the communities they're growing up in – and the world around them – value them too. And if disaster strikes, we're there to protect children, keep them learning and help them recover.

Our primary proposition is Child Sponsorship, where we deliver an engaging one to one relationship to over 70,000 child sponsors, The Individual Giving Unit is responsible for recruiting, retaining and generating income from individuals through high-quality direct-marketing activity and for fulfilment of the sponsorship journey.

Within the Individual Giving Unit, the Retention and Legacies team is responsible for stewardship of existing supporters, primarily child sponsors, including fundraising appeals, legacy marketing and non-financial stewardship communications.

## Job Purpose

- To manage the implementation of high quality supporter retention communications, campaigns and fundraising activities and ensuring that supporter experience is at the core of all the work delivered

- To ensure that agreed activities are executed according to agreed timelines and budget with the aim of optimising campaign costs, maximising supporter response and lifetime value of supporters.

Key Deliverables	Key Activities
<b>Campaign management:</b> retention and development campaigns for all existing sponsors, regular donors, emergency donors and cash supporters	<ul style="list-style-type: none"> <li>• Plan, manage and deliver supporter retention campaigns and appeals to warm donors on Plan International UK's database, primarily via direct mail and telemarketing.</li> <li>• Manage external creative, telemarketing and fundraising agencies to ensure that projects deliver the required return and are delivered on time and on budget, including training fundraisers</li> <li>• Manage all aspects of campaigns from concept through to execution including audience targeting, data coding and briefing, writing and editing copy and creative, schedules, sign off through approval process, campaign delivery, invoice payment and results analysis.</li> <li>• Work alongside the Digital Retention Officer to embed digital elements into the planning process for all integrated campaigns.</li> <li>• Monitoring campaign performance and ensuring they are delivered to agreed timetables and budgets – with excellent attention to detail.</li> <li>• Produce data selection for campaigns including segmentation, flagging and exclusions as required.</li> <li>• Supporting the Supporter Engagement team and Digital team in responding efficiently and appropriately to public/supporter queries as required.</li> </ul>
<b>Ensuring adherence to strategic priorities</b>	<ul style="list-style-type: none"> <li>• Contributing to short-and long-term planning by monitoring and evaluating campaign performance in terms of KPIs and making recommendations based on this information.</li> <li>• Briefing media, creative and fundraising agencies on strategy and annual plans, evaluating and liaising with the Supporter Retention Manager on agencies' strategic recommendations, and ensuring adherence to agreed approach.</li> <li>• Ensuring that campaigns are, where possible, integrated or coordinated thematically, creatively, by channel and/or by target audience to maximise impact.</li> <li>• Keeping internal departments informed of the Supporter Retention programme ensuring systems and information are in place to deliver the programme (including the Digital communications team and other Individual Giving teams).</li> </ul>
<b>Emergency Appeals</b>	<ul style="list-style-type: none"> <li>• Support in the delivery of the emergency appeal process, in line with DEC fundraising procedures when applicable</li> <li>• Support in the creative development and production of appeals</li> <li>• Support the development and marketing of the Children's Emergency Fund</li> </ul>
<b>Other Responsibilities</b>	<ul style="list-style-type: none"> <li>• Work with the wider Individual Giving Unit to deliver relevant supporter experience and supporter journeys</li> <li>• Liaise with internal departments to gather information required to inform the programme and to gain approval for material where required.</li> <li>• Input into planning process on all areas of responsibility in relation to forecast income, spend, new ideas</li> <li>• Work with the Database Marketing and Insight team as appropriate</li> </ul>

	<ul style="list-style-type: none"> <li>• 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</li> <li>• Adhere to Fundraising Regulator and other sector body guidelines and engage as appropriate</li> <li>• Continue to innovate and improve efficiency of processes</li> <li>• Support on Legacy marketing campaign delivery as and when required</li> <li>• Any other duties as directed by and agreed with the Supporter Retention Manager</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• Be open to change and demonstrate a flexible and adaptable approach</li> <li>• Work collaboratively with other departments and be a supportive and effective team member</li> <li>• Ensure that all activities undertaken on behalf of Plan International UK, externally or internally, are in line with the overall aims and values 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 International UK's position on promoting girls' rights and gender equality, diversity and inclusion and antiracism and integrating this into all aspects of work.</li> </ul>
<b>Level of Safeguarding Responsibility</b>	<p>Standard – No direct contact with children, young people or programme participants day-to-day.</p> <ol style="list-style-type: none"> <li>1. Act as a role model representing Plan International's commitment to non-discrimination and safeguarding</li> <li>2. Report safeguarding concerns in a timely manner and co-operate in investigations as appropriate</li> <li>3. Understand the relevance of safeguarding to your role and make sure you mainstream safeguarding in your work in order to fulfil Plan's duty of care</li> </ol>
<b>Level of Budgetary Responsibility</b>	N/A

# PLAN INTERNATIONAL UK PERSON SPECIFICATION

## Essential Criteria

### Direct Marketing in Fundraising/Marketing Environment:

- Proven experience of working in a fundraising/marketing environment that is results/target driven
- Proven experience of developing and delivering direct marketing activity and using direct marketing techniques
- Desirable: Experience in retention/journey campaign management

### Project management:

- Project management experience is essential and ideally for delivering projects in a range of channels e.g. mail and telephone

### Time management:

- Effectively managing a varied workload to meet key deadlines
- Comfortable in a fast-paced environment

### Relationship management:

- Management of internal stakeholders and external suppliers
- This would ideally include briefing in project requirements and being part of project reviews
- Desirable: Experience of creating and delivering fundraiser training

### Reporting & Analysis:

- Experience in campaign evaluation and using data analysis and segmentation to inform campaign proposals
- Experience in using reports to identify trends and learnings

### Databases and Microsoft packages:

- Experience in using databases to review supporter data selections
- Experience of a high standard in Microsoft packages such as Word, Excel and PowerPoint

### Solution-oriented:

- Awareness of challenges and opportunities for direct marketing activity in the charity sector and takes a creative and solution-oriented approach
- Able to demonstrate a commitment to [Plan International UK's values](#) and to feminist leadership principles and role model these in all aspects of your work

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

Date Created

August 2022