



JOB DESCRIPTION

Job Title	Senior Supporter Engagement Manager
Department	Supporter Income and Engagement
Reports to	Head of Supporter Engagement
Location	Living Planet Centre, Woking
Job Level	5
Flexibility	Office based with potential for some home working
Date	November 2019

CONTEXT OF ROLE

The Relationship Marketing team includes Legacy Management, Retail & Licensing, Fundraising Innovation, Supporter Acquisition and Supporter Engagement.

The Relationship Marketing team is responsible for attracting, engaging and inspiring members of the public to join us and financially support our work. We offer the public a range of opportunities to join WWF and we build long term relationships through demonstrating the case for support and the impact of their donations on our conservation goals.

WWF are recognised innovators in relationship marketing and make a wide use of channels to recruit and develop supporters including extensive use of DRTV and digital media. Continuous innovation and improvement is integral to our approach and the team is responsible for leading on fundraising innovation for WWF overall. Relationship Marketing provides over 70% of WWF-UK's total voluntary income. This area has seen very healthy growth with income increasing by over two-thirds since 2008.

MAIN PURPOSE AND SCOPE OF THE JOB

The public are the lifeblood of WWF-UK and WWF-UK has ambitious targets for income growth. This role is responsible for the ongoing development and delivery of the Supporter Engagement supporter journey strategy for key audiences with the objective to create great supporter experiences that build strong, long term relationships with supporters by developing appropriate, relevant and tailored communications.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

- Support the Head of Supporter Engagement with the ongoing development and implementation of the supporter journey vision and strategy
- Be a key stakeholder within WWF that drives supporter experience forward to grow engagement and lifetime value of financial and non-financial supporters
- Performance manage and motivate a team of three to deliver multi-channel campaigns to time, budget and to meet agreed KPI's
- Effective development and implementation of significant campaigns and event driven communications
- Manage communications through multiple marketing channels including but not limited to; direct mail, telephone and digital
- Manage and monitor budgets for all campaigns and activities, including the production of monthly/quarterly budget and KPI variance reports
- Feed into the development of annual budgets and operating plans
- Evaluate the effectiveness of all activities against campaign objectives and strategic KPIs ensuring that key learnings are used to inform future activities
- Responsible for key external agency relationships ensuring WWF continues to receive excellent service with good value for money
- Ensure all communications are developed in line with brand strategy and guidelines
- Ensure that all campaigns meet the organisational strategic requirements and unit objectives
- Ensure all activities and campaigns comply with the Fundraising Regulator's Code of Fundraising Practice and s and Data Protection legislation.

PERSON SPECIFICATION

EXPERIENCE, QUALIFICATIONS & KNOWLEDGE

- Proven and significant experience in individual supporter fundraising through direct marketing techniques, including digital media
- Proven experience in developing and managing large and complex supporter journeys
- Motivated self-starter looking to apply their energy and enthusiasm to seek out new and inspiring ways to build long term engagement with our supporters
- Positive attitude, energy, resilience and determination
- Demonstratable experience of managing and motivating a team to meet campaign objectives
- Demonstrated ability to manage and allocate resources effectively to meet work plan objectives
- Significant experience of managing external service providers in a direct marketing context including creative agencies, print managers and telemarketing suppliers
- Clear understanding of digital media and the use of digital channels for marketing Communications

- Strong understanding of data analytics and skilled at thinking critically to evaluate the success of work plans and make recommendations to enhance future performance
- Degree or equivalent level professional qualification / or relevant experience

SKILLS AND COMPETENCIES

- Ability to communicate, negotiate and collaborate effectively with key internal and external stakeholders to achieve results
- Ability to work on own and as part of a team
- Ability to support & coach team members
- Sound communications skills, both verbal and written
- Knowledge of using supporter journey tools and techniques

WWF-UK'S VALUES

'We are courageous', 'We are passionate', 'We are collaborative', 'We have integrity' and 'We are guided by science and inspired by the wonders of nature. These values should be embedded in your work and behaviour, and any associated policies and processes are adopted consistently.

This document sets out key responsibilities of the role and is not intended to be an exhaustive list of tasks and duties. We reserve the right, at our sole discretion, to reasonably vary the responsibilities from time to time depending on the needs of the organisation without changing the level of the role.