

Job Description

Supporter Engagement and Development Manager (Interim Role) FC2010



Role Details

Reports to: Head of Supporter Engagement

Responsible for: 2 Senior Supporter Engagement and Development Officers

Location: Central London, Leadenhall Street with overseas travel as required

Hours: Full time. 35 hours a week, 9am to 5 pm, Monday to Friday

Salary: £50,000 per annum pro rata

Contract type: Six months Fixed Term

Closing date: 19 October 2020

Our vision and mission

Our vision is of a world in which working horses, donkeys and mules are free from suffering.

Our mission is to transform the lives of vulnerable working horses, donkeys and mules around the world. We relieve their immediate suffering and create lasting change by working with people, communities and organisations.

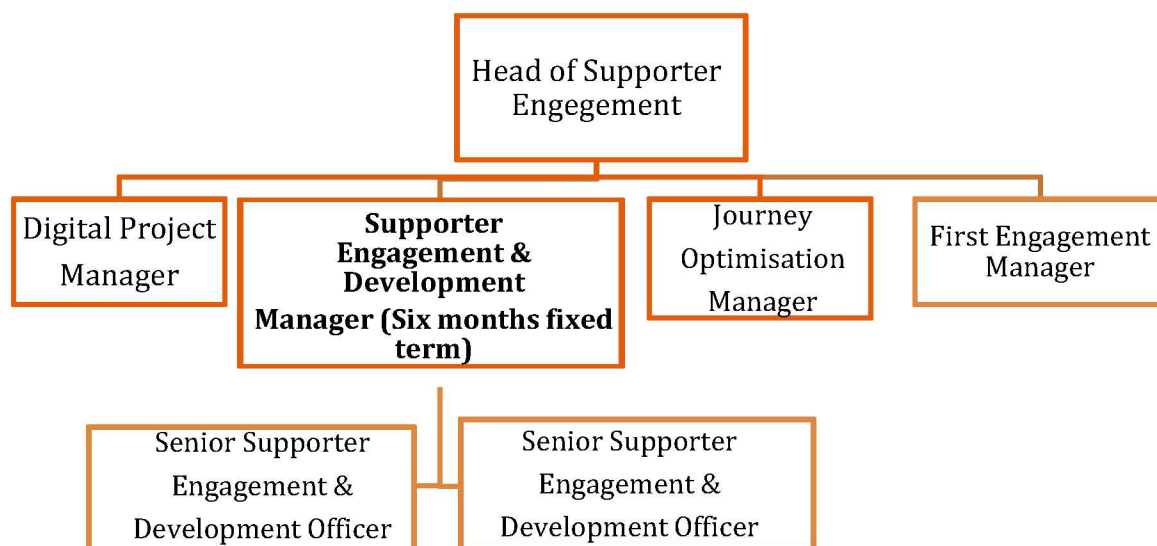
About Brooke

Brooke is an animal welfare charity that protects and improves the lives of the working horses, donkeys and mules that give people in the developing world the opportunity to work their way out of poverty. Around 600 million people rely on these animals to put food on their tables, send their children to school and build better futures for themselves and their families. Brooke works in more than 15 developing countries, with animal owners, communities, service providers, animal health systems, governments and international organisations to make long-lasting improvements to the lives of animals and their owners.

Our Values

We are proud to be Brooke. We are resourceful, share new ideas and help each other succeed. Together we make change happen.

Department Structure and Position of the role



Purpose of Role

Departmental Structure

Brooke FundComm is at the beginning of an exciting change. We are building a dedicated and specialised Supporter Engagement Team that can focus on delivering supporter growth leading to greater financial stability. This team will take our supporter journey work to the next level of sophistication, by creating digital and offline journeys and products that engage supporters at the level of engagement they want with Brooke, and through their preferred mix of channels. The team will introduce and champion and maintain an agile approach – piloting projects while genuinely using data and insights to drive decision making and optimisation.

The team structure is designed to facilitate the Supporter Engagement Funnel Framework which defines the steps a supporter takes to go from awareness about our cause, to donating to our cause, to sharing our cause with friends (becoming a true partner).

Key Responsibilities and Duties

As Supporter Engagement Manager your team will be:

- Responsible for delivery the majority of ongoing supporter journeys – across all traditional and digital channels.
- Responsible for designing and creating digital actions and non-digital activities that develop and retain supporters - this will include being part of large digital mobilisation campaigns and appeals.
- Responsible for regular giving/ one off gift asks as part of supporter journeys across channels and meeting targets.
- Responsible for upgrade /reactivation/ appeal, newsletters etc.
- Working closely with the Optimisation team to improve conversion rates across all channels.
- Managing relevant agencies.

Strategy and Delivery

- To work with others in the team to plan next year's supporter engagement strategy, and develop operational plans and KPIS.



- To work closely with the wider FundComm team to drive best in class integrated supporter engagement campaigns, across all digital and traditional channels, that achieve shared objectives (eg financial, engagement, advocacy)
- Oversee the development of new team workflows and processes that are aligned to the new structure and enable your team to work effectively to meet their objectives.
- To be the channel owner for email, mobile, direct mail and telemarketing - and delegates responsibilities within the team.
- To work with the advocacy team, programmes and other FundComm colleagues to design global and national public engagement campaigns and develop ongoing tactics to involve and engage supporters in meaningful ways.
- To monitor and report on progress against the plan and the budget and adapt where necessary to respond to and reflect changing circumstances and identified risks.
- To work collaboratively with the Optimisation and Systems team to continually test, monitor and evaluate tactics and improve engagement and retention rates.
- To work closely with the Legacy & Community Fundraising team to move supporters up the engagement funnel by providing relevant and engaging activities.
- To manage external agencies and other relevant suppliers (as required) and ensure SLAs are met.

Innovation and Development

- To support a strong innovation and piloting culture within the team – ensuring that the supporter journey experiences are powerful and generate continuing and deepening relationships with Brooke.
- To ensure that new products and systems are developed based on clear audience analysis and supporter insights.

Leadership and Management

- To recruit, lead, develop, support, empower and motivate staff to perform at the highest level possible, ensuring that all work is of the highest standards, consistent with the organisation brand and key messages
- To ensure all resources involving staff are managed in accordance with the Brooke policies and procedures.
- To provide leadership and mentoring and ensuring that staff can access appropriate development and training opportunities.

- To ensure that all staff are kept informed of relevant organisational plans and updates on development.
- To keep abreast of legal requirements as they affect digital engagement for example, adhering to the Data Protection regulation, Gift Aid legislation, Mailing and telemarketing preferences etc.

General

- Follow the Brooke's equal opportunities statement which aims to clarify the value we place on diversity and steps we take to promote equality of opportunity for all.
- Perform such additional tasks as may reasonably be requested from time to time by the Line Manager.
- Adhere at all times to Brooke's policies and procedures

Person Specification

The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which the decision on who to appoint will be made. Please ensure that you show how you meet the criteria outlined below in your application.

Knowledge and experience		Essential	Desirable
1	An experienced fundraiser, digital campaigner or digital marketing professional	✓	
2	Demonstrable experience of supporter engagement - especially focused on development/ retention and data analytics	✓	
3	Has a good understanding of digital mobilisation planning and implementation.	✓	
4	Understands how digital supports the work of different teams and the organisation overall	✓	
5	Experience in managing and motivating teams	✓	
6	Demonstrable experience of meeting ambitious income and engagement targets	✓	

7	Experience of producing budgets, reporting variances against the plan and re-forecasting.	✓	
8	Demonstrable experience of reading and interpreting data reports, for both digital and traditional channels in order to improve the effectiveness of the customer journey/product.	✓	
9	Experience of producing budgets, reporting variances against the plan and re-forecasting.	✓	
10	Experience of managing and working with third-party suppliers to agreed SLA's.	✓	
11	Excellent understanding of current supporter trends within the charity sector	✓	
12	Experience of working in an international organisation		✓
13	Experience of working for an international NGO or charity		✓
14	Experience of working in a Gift Aid related income stream		✓

Our Competency Framework

Brooke's competency framework translates Brooke vision, mission and values into easily identifiable behaviours that all staff are expected to demonstrate at all times.

Competency	What it means
Self-Management	Taking responsibility for own actions, behaviours and outcomes
Learning	Taking responsibility for own learning and fostering growth and development in others
Relationship Building	Creating and maintaining harmonious and constructive working relationships with others internally and/or externally

Planning and Organising	Ensuring that time and resources are utilised to best effect for the achievement of the Brooke's goals and our mission and that others are committed to agreed courses of action
Effective Decision Making	Making clear, informed and timely decisions that lead to effective outcomes in line with the Brooke's mission
Change and Improvement	Seeking out and developing new ideas and approaches, responding positively and constructively to change and fostering a culture of continuous improvement
Collaboration and Cooperation	Working respectfully, effectively and collaboratively with others in your team, across the organisation and externally to deliver effective outcomes
Communication & Influence	Communicating clearly, concisely and compellingly in a manner that is appropriate to the audience. Engaging respectfully with others both internally and/or externally to persuade them to adopt courses of action that are in the best interests of the organisation and the animals

Employee Benefits:

Brooke has a competitive benefits package. To find out more, please visit:

<https://www.thebrooke.org/about-brooke/jobs/employee-benefits>

If you wish to get in touch with us, please contact HR at recruit@thebrooke.org