



Job Description

Post: Supporter Journey Manager

Grade: 10

Directorate: Marketing & Supporter Development

Location: HQ, WWT Slimbridge

Reporting to: Deputy Head of Supporter Development

Main function of the post: To develop, and deliver WWT's supporter journey strategy in order to maximise long term income from individual supporters, through creating supporter-centric marketing initiatives and communications.

Supervisory responsibilities: Supporter Marketing Executive

Hours worked: 37.5 hours per week

Working pattern: Monday to Friday 9am to 5.30pm

Main duties of the post

1. Co-ordinate WWT's supporter journeys for individual supporters to produce a supporter marketing strategy for these audiences that maximises their engagement with WWT and the long term value of their support in achieving our strategic aims.
2. Work across the Marketing and Supporter Development directorate where relevant to develop and implement supporter-centric marketing initiatives and communications - for individual supporter acquisition, retention, cross-selling and upselling.
3. Schedule all supporter comms to individual supporters. Liaise with other directorates to coordinate all comms and messaging targeted at existing and segmented prospective supporters.
4. Manage the supporter marketing budget. To ensure that all supporter marketing is delivered on time and within budget. To supervise staff responsible for stock levels and ensuring that reprints happen in a timely fashion.
5. To work closely with the Supporter Service Manager to ensure excellent supporter care and relationship management as required to deliver our optimal supporter journey.
6. Lead WWT's relationship with external fundraising, telemarketing agencies and promotional partners, including budgetary control and campaign evaluation.
7. To liaise with marketing colleagues on the design of new promotional materials. In particular to respond swiftly to changing market demands. Including writing and proofreading copy.
8. Line manage the Supporter Marketing Executive, working closely to support areas they take the lead on and ensure these form part of the wider strategy, including regular appraisals and clear objectives. Manage casual staff/volunteers where appropriate.

9. Lead the ongoing innovation, development and implementation of new individual fundraising products to maximise income.
10. Co-ordinate implementation of best practice in relation to data protection to agreed standards in liaison with key colleagues
11. Monitor and evaluate campaigns so that we are learning and developing for future campaigns

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: April 2017

Date amended: N/A

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent, preferably in a business/marketing discipline.

Desirable:

- Post graduate qualification in marketing (CIM/CAM/IDM Certificate)

2. Experience

Essential:

- Substantial and demonstrable experience in a similar marketing communications role
- Substantial experience in delivering high quality work to tight deadlines and the ability to prioritise workload as necessary
- Substantial experience of responding quickly to the campaign environment and using excellent numerical and analytical skills to support decisions
- Project management experience
- Experience of budget development and management
- Experience of customer relationship marketing
- Proficient in the use of Microsoft Office
- Experience of commissioning and managing external agencies

Desirable:

- Experience within a membership organisation
- Experience of direct fundraising techniques
- Demonstrable skills in the use of MS Windows based applications software
- Experience of fundraising databases would be an advantage

3. Managerial & Supervisory

Essential:

- Experience in managing the life cycle of team members to include, recruitment, appraisals, objective setting and performance management.
- Confidently able to train, motivate and engage your team (including volunteers)
- Agency management experience
- Understanding of print processes and how these need to be managed

Desirable:

- Print management experience

Type of staff	Number managed	Number supervised
Employed Staff	1	0
Volunteers / Casual Workers	0	0
Contractors	0	0

4. Responsibility

Essential:

- Budget management responsibility
- Ability to act independently with professional competence where impact of actions is high internally and externally
- Self-starter, self-motivated and able to balance deadlines and workloads
- Ensure compliance with the Data Protection Act, Gift Aid Regulations

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	Over £100k
Cash Handling	-
Assets (required for job, exc. buildings)	-
Visitors (per annum)	N/A

5. Creative Ability

Essential:

- Demonstrable skill in thinking creatively to spot new recruitment opportunities
- Skilled in evaluating creative work and originating highly creative ideas
- Experience of managing digital communications
- Imaginative and resourceful in problem solving

6. Contact

Essential:

- Experience of briefing and managing agencies
- Experience of cold calling contacts to resolve complaints and building relationships
- Strong advocacy, people centred approach with the ability to influence internal and external audiences
- Strong communication skills (written and verbal) and the ability to present a case to internal staff groups and members of the public

General Notes

This position will from time to time; require work during some evenings, weekends and public holidays to meet the needs of the post.

A current driving license is essential as travel to other WWT locations is a requirement of the post.