



Job Description

Post: Supporter Marketing Executive

Grade: 8

Directorate: Marketing & Supporter Development

Location: HQ, WWT Slimbridge

Reporting to: Supporter Journey Manager

Main function of the post: To schedule and deliver supporter marketing campaigns as directed, liaising with colleagues across the department, directorate and organisation to plan, deliver and review a wide range of communications for a varied audience base with a focus on inspiring and building relationships with our individual supporters.

Supervisory Responsibility: Internal delivery staff and external agencies as required

Hours worked: 37.5 hours per week

Working pattern: Monday to Friday, 9am to 5.30pm

Main duties of the post

1. Liaise with colleagues across the trust to coordinate marketing activities for the individual giving team and supporter development department, acting as the main point of contact where required and ensuring best use of the channels available.
2. Set and deliver WWT's strategic approach to audience groups and supporter products as part of the wider supporter journey and fundraising/marketing strategies.
3. Liaise with colleagues across the organisation to ensure a good working knowledge of identified projects/areas of operational activity, acting as first point of contact for the Individual Giving Team where required.
4. Keep up-to-date with market trends, such as new social platforms and industry developments, ensuring the department continues to develop its digital communications.
5. Be responsible for the department's advertising, print and design budgets, keeping accurate records and use this information to feed into the budgeting process as directed by Supporter Journey Manager.
6. Work closely with the Supporter Insight team in the segmentation and analysis of campaigns, reporting on response rate and ROI, observing trends and using this to ensure continuous improvement.
7. Maintain accurate donor and project records using the thankQ database

8. Support work by other members of the Supporter Development team and wider staff and volunteers to ensure consistency as relevant
9. Deputise for Supporter Journey Manager as required

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: March 2017

Date Amended: June 2017

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent, ideally in a business or marketing related discipline
- Full UK Driving Licence

2. Experience

Essential:

- Significant experience gained within a marketing or fundraising role
- Understanding of communication channels and target audiences.
- Digital marketing
- Creative agency and print management
- Experience of engaging copywriting and excellent proofing skills
- Using insight to guide customer/supporter focused communications
- Experience of delivering to tight deadlines and the ability to prioritise own workload and work with limited supervision

3. Managerial & Supervisory

Essential:

- Ability to oversee the work of other staff and volunteers on an ad hoc basis

Type of staff	Number managed	Number supervised
Permanent Staff	N/A	N/A
Volunteers / Casual Workers	N/A	N/A

4. Responsibility

Essential:

- Communication and campaign planning
- Responsible for delivering work on time and within budget
- Budget management

Levels of Responsibility:

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

5. Creative Ability

Essential:

- A creative thinker who is able to evaluate creative work and originate ideas
- Ability to write engaging and effective copy for a wide range of audiences
- Experience of working with different marketing media especially digital
- High degree of accuracy and an eye for detail
- Ability to prioritise effectively, balancing deadlines and workloads
- Able to creatively interpret data to drive communication strategies

6. Contact

Essential:

- Strong communication skills, both written and oral
- Experience of briefing and managing creative, design and printing agencies and suppliers.
- Able to liaise across various departments and act as the central point of contact for the department.

General Notes

The post holder will on rare occasions be required to work out of office hours, such as during evenings and weekends, to meet the requirements of the job.