

Senior Philanthropy Engagement Officer (Mid-Value Programme) - Role profile

| | | | |
|---------------------------------------|----------------------|--------------------------------|--------------------------------------|
| Location | ICH | Department | Supporter and Community Partnerships |
| Reports to (Job Title) | Philanthropy Manager | Salary Band | D high |
| Matrix manager (if applicable) | N/A | <u>Competency level</u> | 2 |

Role definition

Role purpose

This role leads the development and delivery of Christian Aid’s Mid-value supporter programme which manages the unique needs of donors giving between £1k - £10k per annum.

This is an exciting and varied role which will work with senior leadership, fundraising and supporter engagement team leads across the organisation, and in-country teams to maximise income and deliver the best possible experience for donors.

You will work with the Philanthropy Manager to drive forward the strategy for this programme, track and report against progress, adjusting approaches as needed based on results and project managing engagement with this strategically important audience. You will also be responsible for project managing the creation of targeted appeals and developing and delivering new stewardship journeys to deepen supporter engagement, build long-term relationships and increase lifetime value.

The postholder will report into the Philanthropy Manager who will provide support, guidance, oversight and overall accountability. However the postholder will have the autonomy and direct responsibility for ensuring the programme delivers against its objectives and continues to grow and develop.

The role will also manage a Philanthropy Engagement Officer (Mid-Value Programme) post, currently recruited on a fixed term contract, who will work closely with you to deliver the programme

Key outcomes

- Growth in income and engagement within the Mid-Value Programme through development and delivery of high-impact offline and online stewardship and solicitation plans for the different segments of the programme
- Ensuring mid-value donors are receiving targeted and persuasive asks including cash appeals, stewardship appeals, upgrade and consent campaigns all undertaken in a bespoke way, in line with the needs of the audience.

- Mid-value Giving Programme is well integrated into the broader Individual Engagement and Philanthropy strategies with donors regularly moving in and out of each programme respectively in a way which maximises donor potential, without compromising the donor experience
- Strong working relationships are developed with key staff across the organisation, networks are maximised and the Mid-Value Programme is embedded throughout Christian Aid
- Managing the annual income and expenditure budgets for the programme, alongside the Philanthropy Manager. Working against income targets and maximising return on investment

Role agility

| | | |
|--|-------------------|--|
| Expected national travel per annum | Up to 20 days | On call/unsocial hours Yes, in event of Christian Aid response to humanitarian emergency. |
| Expected international travel per annum | Occasional travel | |

Surge capacity for emergency responses No

In order to respond to ever changing demands within the environment, Christian Aid operates within an agile framework (both in workforce and operational) that requires from all employees, a high level of responsiveness and adaptiveness to processes and structures making flexibility and a project based working approach the norm. To sustain this system, managers may/will agree further details of specific tasks and duties as part of the performance agreement. Any reasonable duty may be assigned that is consistent with the nature of the job and its level of responsibility, and employees may be required to change the focus of their role from time to time.

Role context

The role sits within the Philanthropy and Partnerships Team which holds relationships with Major Donors and Mid-Value Donors, Trusts and Foundations and the Private Sector, and also includes a prospect research team. The Philanthropy and Partnerships team is part of the wider Fundraising and Supporter Engagement Department (FSE), which holds relationships with individual supporters, volunteers, churches and church networks.

This specific role sits within the Philanthropy Team which manages relationships with major donors and mid-value donors. The team is passionate and ambitious with intentions to expand and grow income in the years ahead.

The postholder will also work closely with the Individual Engagement team to create, maintain, and develop appeals, products, and campaigns to recruit (from Individual Giving), welcome and retain mid-value supporters for Christian Aid.

Role requirements

Relationships

External External agencies that support marketing campaigns. External designers and publishers to produce the resources. Network with other charities to keep abreast of market trends and developments.

Internal The postholder will engage with key senior stakeholders to support the strategic development of the programme, including the Head of Fundraising and Marketing and the Head of Philanthropy. The postholder will work closely with the Team Leads across Individual Giving, Major Donors and Trusts & Foundations, to maximise the programme’s value in supporting wider organisational needs.

Budgetary/savings responsibility

Leading on budgeting and forecasting for mid-value retention and development campaigns. Assesses potential of key appeals and allocates the budget accordingly to maximise ROI

Decision making

The role has the authority to make implementation decisions regarding the cultivation and stewardship of Mid-Value donors – including decisions on supporter journeys and data selections for Mid-value Giving campaigns.

Responsible for reaching agreed financial targets with the appropriate use of resources.

Analytical skills

Responsible for building strong relationships with and raising significant income from Mid-Value Programme donors.

Ability to generate appropriate information and communicate in different ways in a motivating way to donors to encourage giving.

Regular analysis of metrics to test and refine engagement tactics to maximise life-time value.

Keep a close eye on the performance of all campaigns, track core metrics – costs, ratios, income - and adjust to meet the objectives, ensuring others are aware of changes and reasons for them.

Find and evaluate key insights, including market research or reports, past results and all other relevant supporter data. Analyse this information thoroughly and precisely to inform campaign planning, tactics and overall donor retention and development strategy. Make clear recommendations informed by this analysis.

Developing self and others

Number of Direct reports 1

Overall people management responsibility 1

Responsibility for independently managing their own work and also for working as part of a team. Please note that the role may come with some line management responsibilities – the management of a Philanthropy Engagement Officer (Mid-Value Programme) post, currently recruited on a fixed term contract, who will work closely with you to deliver the programme

Role related checks

Child protection clearance Not required **Counter terrorism screening** Not required

Person specification

Applied skills/knowledge and expertise

Essential

- Direct experience in mid-value fundraising and/or individual giving fundraising
- Excellent project management skills and ability to prioritise
- Experience of developing and delivering effective donor cultivation and stewardship journeys
- Experience of utilising donor insight for campaign development, managing and reporting on campaign budgets, and undertaking campaign analysis
- Experience of working with an internal communications departments, agencies, freelancers or other suppliers to ensure delivery to tight deadlines
- Excellent negotiating and briefing skills for work with agencies and in-house design and communication teams
- Confident and able to apply a broad range of communication and interpersonal skills (both verbal and written) to provide a high level of service to mid-value donors
- Proven ability using analytics to inform and influence decision-making and adaptive management

Desirable

- A track record of leading the development of Mid-value Giving programmes
- Direct experience or knowledge of high-value fundraising
- A strong interest and/or knowledge in international development
- Experience in creating funding proposals and impact reporting
- Experience of managing others

Digital/IT competencies required

| | | | |
|---|--------------|---|-------|
| Word, Excel, PowerPoint | Intermediate | Web content design & development | Basic |
| Internet based collaboration tools and video calling | Basic | Social Media | Basic |
| Data Visualisation | Intermediate | | |

How to Apply

Please contact our recruitment partners at Bamboo Fundraising Recruitment:

T: 0203 750 3111

E: tim@bamboofundraising.co.uk