

Capsule Role Profile

Role Title: Retention Specialist	Reports to: Retention Manager	Date: March 2021
Department: Fundraising	Team: Individual Giving	Projected historical Grade/New Level: C
Direct Reports: no	Indirect Reports: no	Budget Holder (yes /no): no
Purpose of the Role: To plan and deliver direct marketing campaigns including integrated campaigns via the most appropriate channels in order to achieve the individual giving targets, particularly retention.		
Areas of Activity	Key Accountabilities and Deliverables	
Developing campaign strategy	<ul style="list-style-type: none"> To develop effective campaign strategies, on time, and in line with AAUK's campaign strategy processes, ensuring collaboration and alignment with other campaigns and programmes, and with input from different audiences and specialists To agree channel and campaign objectives and metrics and ensure that outputs and outcomes are regularly monitored, evaluated and reported against the strategic objectives of the campaign, modifying and revising the strategy and plans accordingly based on learning and feedback 	
Planning, management and delivery of marketing campaigns	<ul style="list-style-type: none"> Manage direct marketing campaigns to engage, retain and raise income from supporters. These could include cash appeals, including managing the online journey, regular giving telemarketing campaigns and stewardship communications as well as occasional support on acquisition campaigns Develop a strong working relationship with the Data and Insight team, Supporter contact, and external suppliers and marketing agencies, working together to improve processes and campaign results Ensure strategic and effective data selections are completed so that optimal supporter journeys are in place and LTV is maximised Build robust tests into communications and evaluate learnings that can be applied to future communications Close involvement in developing long term supporter journeys with strategic objectives, working with other members of the Individual Giving and Retention Team Manage the budgets for individual communications, including negotiating costs, coding expenditure and reconciliation of invoices Work closely with the Supporter Contact and Administration teams to ensure they can respond appropriately to supporters as a result of the communications and that learnings and experiences have been applied Ensure that all fundraising material produced reflect the organisation position and branding as well as adhering to sector regulations and best practice Play an active role within the Individual Giving department, promoting positive, effective working, innovation and best marketing practice in their specific area of expertise Run and manage emergency fundraising campaigns across a range of channels including some out of hours cover Undertake any other duties as required 	
Campaign Analysis and reporting	<ul style="list-style-type: none"> To devise and implement segmentation, targeting and positioning strategies to ensure effective and intelligent targeting across each campaign To continually monitor campaign activity from planning and budgeting, to developing, reporting and ensuring on-going reforecasting throughout In partnership with the Supporter Experience team, analyse and report key insights and learnings from campaign results to improve other campaigns as well as good supplier management Work closely with the Supporter Experience teams and agencies to ensure smooth delivery of data imports, exports and reporting across campaigns ensuring great supplier management as well as data excellence 	

Provision of marketing advise and expertise	<ul style="list-style-type: none"> • To work collaboratively across the Individual Giving department to provide marketing expertise and help ensure best marketing practice • To work collaboratively with other teams and departments to identify additional opportunities to increase financial support from other audience groups • To provide marketing expertise across AAUK and ensure consistent effective communications to supporters • Role-model a feminist leadership approach, guided by our feminist leadership pledges • Champion the rights of women and girls in the Individual Giving team, and in interactions with the wider organisation
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Key Relationships:

Internal: Retention, Acquisition, Supporter Admin, Data & Insight, Digital, Campaigns, Supporter Contact, Events & Community teams and the Head of Retention, Deputy Director of Individual Giving and the Director of Fundraising.

External: Agencies and third-party suppliers as appropriate.

EXPERIENCE, KNOWLEDGE & EXPERTISE

<p>Essential:</p> <ul style="list-style-type: none"> • Experience of planning and managing Direct Marketing campaigns • Proven experience in an individual giving function – retention, acquisition or supporter experience • Robust, confident, positive ‘can-do’ attitude that thrives on challenges and is calm under pressure • Proven experience of planning data segmentation to ensure effective targeting and personalisation of communications • Experience in negotiating with others, internally and externally. Especially in the management of creative, print or other agencies, building good working rapport with external organisations • Experience of operational budgeting and financial planning: proven ability to analyse and interpret financial, performance reporting and marketing data and to draw conclusions/make clear recommendations based on evidence • Knowledge of current Direct Marketing best practice – including codes of practice, regulatory framework and complaints handling to meet regulatory requirements • Experience of managing integrated offline and online campaigns including: print, telemarketing and online direct marketing campaigns • Proven organisational, project and time management skills, and an ability to manage complex schedules to meet deadlines • Team working skills, supporting others to deliver to agreed standards and objectives 	<p>Desirable:</p> <ul style="list-style-type: none"> • Experience of working for an overseas development charity • Experience in fundraising for a not for profit organisation or development organisation • Ideally an additional qualification in Direct Marketing • Practice in negotiating strong commercial agreements and building strong relationships • Experience of developing integrated multi-media campaigns, including experience working with digital channels such as social media and SMS • Experience using Dot Mailer and Google Analytics
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| <ul style="list-style-type: none">• Excellent oral and written skills with the ability to write, evaluate and proof-read audience appropriate copy to ensure it meets the objectives required• Highly numerate, with the ability to grasp complex budgets, analyse results and make recommendations based on evidence• Adept in use of MS Office, particularly Excel, PowerPoint and Word• Able to provide out of hours cover for emergency fundraising appeals across a range of channels (on a rota basis)• Strong interpersonal skills with the ability to build strong relationships, based on mutual respect and trust, and ensure that the relationships thrive under pressure• Engages with, and is committed to, AAUK's mission, vision, values and strategic aims and works towards their achievement within the context of the Retention team's vision, plans and personal objectives• Works to support our Every Supporter Matters ethos ensuring that individual supporters' needs are fully considered in each communication and contact point• Aligned to ActionAid UK's High-Performance Framework in meeting standards of personal behaviour and competencies in Action, Planning, Innovation, Communication, Collaboration, and Leadership and Management | |
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Any Other Relevant Information:

Click here for more information on ActionAid culture and values: <https://actionaidglobal.sharepoint.com/sites/UKPeopleCulture/SitePages/Our-Community.aspx>

This role profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level of responsibility entailed. However, all role profiles are regularly reviewed and updated accordingly in line with organisational needs.