

Operational / External Title: Retention Officer

Role Title:	Retention Officer
Date of JD Review:	January 2025
Department:	Funding
Team:	Individual Giving
Tenure:	Full time/ Permanent
Band & Range:	Band B
Location:	London/ Hybrid
Reports to:	Retention Manager
DBS check required:	Yes/No [DBS Roles]
Role requires travel:	No
Budget Holder	No
Direct Reports:	No
Indirect Reports:	No
Dotted line reports:	No
Does This role require International Travel:	No
<p>Internal Key Contacts: Data Protection, Retention, Acquisition, Supporter Administration, Data and Insight, Digital Marketing, Supporter Contact, Events and Community Engagement and Communications teams and the Retention Manager, Interim Head of Individual Giving and the Deputy Director Individual Giving</p> <p>External Key Contacts: Agencies and suppliers as appropriate.</p>	

Purpose Of the Role:

To deliver high quality integrated and accessible appeals and supporter focussed journeys, in order to maximise financial value, achieve retention targets and organisational objectives and provide seamless and positive experiences for all supporters throughout their relationship with AAUK.

Main Accountabilities:

Campaign development and execution

- To provide support across all aspects of Direct Marketing Campaigns from planning and briefing, through data and creative development, campaign delivery and end of campaign reporting.
- To provide expertise and support in the research of stories, pictures, facts or other information needed to produce high quality fundraising campaigns.
- To produce results analysis at the end of campaigns, analysing campaign reporting and ensuring learnings are evaluated and embedded into future campaigns.
- To implement strategic projects including donor journeys, executing testing plans so that learnings can be evaluated and applied to live and future projects.
- To work with Data and Insight to ensure communications are appropriately selected, segmented, personalised and evaluated.
- To provide administrative support for Retention fundraising campaigns and Direct Marketing.
- To provide support to the Legacy Programme for events and some marketing activity as required.
- To work closely and collaboratively with key teams and agencies, to deliver the Direct Marketing programme and integrated campaigns, including during an emergency.

Team work

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EXPERIENCE, KNOWLEDGE & EXPERTISE

Essential Criteria:

- Commitment to AA's vision, [mission](#) and values, including a commitment to [feminist principles](#), safeguarding, and working in an organisation committed to working for the rights of women and girls.
- Commitment to AA's values of Equality, Diversity & Inclusion and upholding the values of becoming an anti-racist decolonised INGO.
- ActionAid UK is committed to preventing any form of sexual harassment, exploitation, and abuse (including child abuse and adult at-risk abuse) and responding robustly when these harms take place. We expect all ActionAid UK Staff and ActionAid UK Associated Personnel to share this commitment.
- Commitment to continually improving your digital skills and knowledge within the working environment.
- Direct Marketing skills and experience – exposure to project managing campaigns across a variety of channels, with excellent creative skills and a strong aptitude for the rigour and discipline of Direct Marketing.
- Experience of working in a team that is responsible for retaining customers or supporters, with exposure to working with different audiences and understanding their needs and requirements.
- Exposure to working with a Data team, including knowledge of segmentation and targeting.
- Work to deliver our Supporter Promise and ensure that individual supporters' needs are fully considered in each and every communication and touchpoint.

- Commitment to taking a Digital first approach to fundraising planning, campaign execution and ways of working.
- Strives to achieve positive transformational change in all aspects of our Fundraising programme to support the Fundraising strategy.
- Ensure that all relevant supporter legislation is adhered to, referring to guidance from the Fundraising Regulator, Information Commissioner's Office (ICO) and General Data Protection Regulation (GDPR) and any other relevant codes of practice.
- Experience of working in a fast-paced environment and managing and prioritising a varied workload to meet agreed deadlines with a 'can-do' attitude that thrives on challenges and is calm under pressure.
- Self-motivated with experience of working in a cooperative and flexible way as part of a busy team and working independently.
- Strong interpersonal and relationship building skills
- Excellent verbal and written communication skills, including the ability to spot details, proofread copy etc.
- Numerate, with the ability to grasp complex budgets, analyse results and make recommendations based on evidence.
- Willingness to provide administration with strong organisational skills.
- Confident IT skills to enable the production of visually appealing and professional Word, PowerPoint and Excel documents.
- Engages with and is committed to equal opportunities, AAUK's mission, vision, values and strategic aims and works towards their achievement within the context of the team's vision, plans and personal objectives.
- Able to provide out of cover for emergency fundraising appeals.

Desirable Criteria:

- Experience of living and working in the "Global South", especially regions where we are funding programmes & projects
- Experience of working for an INGO
- Experience of direct marketing in a fundraising context.
- Experience of working within a not for profit environment.
- Understanding of fundraising methods and communication.
- Knowledge of ways to make communications accessible
- Knowledge of fundraising code of practice and the regulatory environment.
- Experience in a role providing administrative support.
- Experience of supporting the workload of more senior members of staff.
- Ability to review existing team systems and processes and innovate to improve team efficiency.

- Experience of developing projects seeking feedback from supporters to shape and influence the funding programme and future decision making.

It is expected that everyone at ActionAid UK will work to support and strengthen our desired culture of being bold, connected, diverse, optimistic, open and respectful through the way they approach and deliver their work by:

- Being accountable and responsible – your individual way of working
- Being innovative and collaborative – how you get things done
- Being empowering and trusting – how you build and sustain relationships.