

act:onaid

Changing the world
with women and girls

Job Description

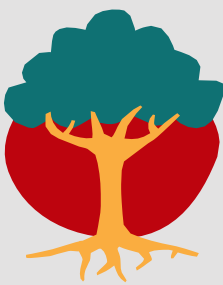
Head of Supporter Retention FTC



Suya, Eva and Hellen, are members of the Loketa Women's and Girls Centre in the Imvepi refugee settlement, Uganda. The trio work as a voice for women in their community.

Thank you for your interest in learning more about positions at ActionAid UK.

ActionAid UK is an independent charity and member of Action Aid International, a global federation working for a world free from poverty and injustice. ActionAid UK focuses on women and girls because the denial of their rights is a grave injustice and one of the principal underlying causes of poverty worldwide.



Our vision

We believe in the individual and collective power of women and girls to create a just and fair world. A world imagined by social movements, particularly feminist and indigenous movements, centred around the care and wellbeing of people and the planet. A world in which women and girls, in all their diversity, can achieve their goals, fulfil their rights and define their future.

We are looking for employees who share our passion to fight gender inequality and will ensure women, girls and their movements are at the heart of our work. You would be joining at an exciting time as we launch a new 2025-2028 strategy which sets out our vision, mission and approach, implemented through the four strategic goals below.



Equity is central to our mission and values: we recognise and address disparities based on socioeconomic, gender, sex, age, sexual orientation, faith, race, ethnicity and disability. We particularly welcome applications from people of colour, individuals from working class backgrounds, with disabilities, and experience of working with women's rights organisations or movements in Africa, Asia and Latin America, to enrich the diversity.

About ActionAid

ActionAid UK is a member of the ActionAid Federation, a federation of 43 national organisations with a presence in 71 countries worldwide. Globally, we want to see a system that is fair and just for all, that starts from a foundation of human rights, peace and security, balance with the rights of the natural world.

In the UK, our primary role is to raise funds to support the work of Federation members who work with over 3,000 partner organisations including social movements, youth networks and women's rights organisations to tackle inequality and injustice in their communities.

While a lot of ActionAid UK's work is supporting the Federation's humanitarian and development work through raising much needed funding, this isn't the whole story. We also tackle the root causes of global inequality and injustice by influencing UK Government commitments and policies on a range of interlinked issues including climate justice, decent and dignified work, fair public services, peace and security and an end to violence against women and girls. For more information, please find our [latest annual report here](#).



The team behind
ActionAid's Girl-led
Research Project.

Operational / External Title: Head of Supporter Retention

Role Title:	Head of Supporter Retention
Date of JD Review:	June 2024
Department:	Funding
Team:	Public Funding
Tenure:	Full time- Fixed-Term 1 year
Band & Range:	Band E
Location:	London- Hybrid
Reports to:	Deputy Director – Public Fundraising
DBS check required:	No [DBS Roles]
Role requires travel:	Yes-limited-UK offices and events
Budget Holder	Yes
Direct Reports:	Yes-3
Indirect Reports:	Yes-8
Dotted line reports:	No
Does This role International require Travel:	No
<p>Internal Key Contacts: Data Protection Officer, Public Fundraising, Data & Insight, Digital, Campaigns, Supporter Admin and Supporter Contact teams as well as the Deputy Director of Public Fundraising and the Director of Funding.</p> <p>External Key Contacts: Third party suppliers and partners</p>	

Purpose Of the Role: To provide strategic leadership for the Supporter Retention team in developing and delivering an engaging retention strategy that delivers integrated, feminist, anti racist and anti discriminatory communications that authentically represent our rightsholders and provide a positive experience for all supporters. To have ownership of the retention programme to maximise financial value, achieve retention targets, and meet organisational objectives.

Main Accountabilities:

Team Working

- To create an environment for a motivated team to thrive and develop, ensuring that team members can manage a variety of communications journeys and appeals that engage and retain as well as uplift and cross-sell other financial giving products.
- To build and retain a high performing team, with standards and KPI's defined and met, feedback sought, priorities resourced, and regular team meetings held to share, encourage and discuss initiatives, results, and the strategic focus.
- To line manage, coach and assist team members to achieve an exceptional service by ensuring the team has the right skills and tools, and having regular 1:1's focusing on performance, objective setting and development opportunities.
- Engage with and demonstrate commitment to AAUK's mission, vision, values and strategic aims, and 'My Feminist Behaviours' (including adherence to our Code of Conduct).
- To undertake any other duties, appropriate to the level in accordance with agreed procedures and guidelines.
- Proactively engage with the performance development approach, taking responsibility for seeking appropriate development opportunities and taking part in learning.

Strategic Development

- To lead the strategic development the Supporter Retention programme, ensuring full consideration of audiences, products, proposition and channels to create an engaging strategic plan aligned to organisational strategy and resulting in highly sophisticated supporter journeys.
- To work closely with the Head of Acquisition to oversee and ensure consistent communications to supporters through acquisition and retention programmes including designing and executing effective welcome plans and supporter journeys.
- To prepare and present strong business cases to Deputy Director – Public Fundraising on appropriate testing and innovation of channels, product, propositions, and audience.
- To champion continual innovation and testing to optimise the retention programme for greater returns.

- To partner colleagues in Campaigns, Data, Digital and across Public fundraising (Acquisition, Retention, Legacies & In Memory and Events & Community) to ensure that supporter communications are planned appropriately and aligned as part of supporter's journeys.
- To develop and manage the retention budget including planning, reporting and ongoing re-forecasting.

Operational Management

- To provide leadership to the Retention team ensuring they are fully equipped, enabled and supported to develop exceptional marketing campaigns, that are fully compliant with the current relevant codes of practice and deliver against targets and organisational priorities.
- To create an environment where best practice is cherished and team members are empowered to run quality programmes and focus on learning.
- To oversee fundraising materials, ensuring they reflect the organisation position and branding.
- To work with Data and Insight team and the Senior Insight Manager to ensure an accurate and effective reporting on key performance indicators and that quality insight informs future activity, making sure that all past and present campaigns are analysed and learning collated to inform future programmes.
- To work closely with colleagues across Public Fundraising to oversee and ensure that campaigns are successfully administered with effective cross team working
- To take a lead on ensuring that consent is maximised at every opportunity, including developing an ongoing strategy to get, re-gain and maintain consent across all channels with our active supporter base.
- To oversee campaign management, ensuring that planning, data processes, compliance considerations, management of supporter data, fulfilment, and results reporting are consistent and of a high standard within all team activities, with learning applied to future activity.
- To actively build collaborative relationships with key external partners, ensuring sound management to ensure partners are motivated to give their best.
- To ensure appropriate supplier agreements are in place, working with the Contracts & Commercial Manager to ensure that these are commercially robust, contractually sound and optimised to bring the greatest benefit.
- To build strong relationships with colleagues internally.

- To work collaboratively with colleagues on humanitarian emergencies, ensuring supporter retention is at the heart of every opportunity, supporting the
- Retention team in timely and appropriate response.

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.
- Commitment to AAUK's Data Protection & Processing Policy and ability to comply with Data protection legislation and best practice in data management and processing.

Fundraising

- Experienced in strategic management of a Direct Marketing programme that includes a wide range of channels and activities, including digital, mail, and telephone.
- Experience of planning and delivering supporter retention activities in a non-profit environment.
- Significant experience in overseeing successful direct marketing campaigns that drive considerable response and responsible for substantial income and expenditure budgets.
- Experience of developing large scale budgets and plans, and monitoring, reporting and reforecasting against plans across multiple income and expenditure lines.
- Experience of working with agencies, collaborating with them to ensure best results. This should include managing creative, print and media agencies with practice in negotiating strong commercial agreements.
- Knowledge of direct marketing principles and current direct response marketing and fundraising best practice
- Experience of devising and implementing segmentation, targeting and positioning strategies.
- Commitment to taking a Digital first approach to fundraising planning, campaign execution and ways of working.
- Strong analytical skills including the ability to interpret and present data in an accessible and applicable way.

Communications

- Good communication skills, able to adjust style to suit audience.
- Proven organisational, project and time management skills.
- Team management skills, supporting others to deliver to agreed standards.
- Excellent writing skills with the ability to write, evaluate and proof-read audience appropriate copy.
- Experience of developing business cases or successfully pitching for investment.
- Strong creative instinct, both in leading the development of campaigns and in critiquing work to ensure they meet their intended objectives.
- Confident and resilient with a 'can-do' attitude - thrives on challenges and is calm under pressure.
- Strong interpersonal skills with the ability to build strong relationships, based on mutual respect and trust, and ensure that the relationships thrive under pressure.

Leadership

- Experience of managing staff with proven track record of inspiring and motivating staff to exceed targets.
- Strives to achieve positive transformational change in all aspects of our Fundraising programme to support the Fundraising strategy.
- Excellent communication and numeracy skills.
- 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
- Available for out of hour's emergency cover (on rota basis) in the event of a rapid onset humanitarian emergency.

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
- An understanding or experience of child sponsorship in marketing context.
- Experience of fundraising for a rapid onset humanitarian crisis.
- Comfortable with public speaking.
- Experience of remote content gathering, particularly in an international development or humanitarian context.

[Click here for 'My Feminist Behaviours'](#)

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.

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[actionaid.org.uk](https://www.actionaid.org.uk)



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