
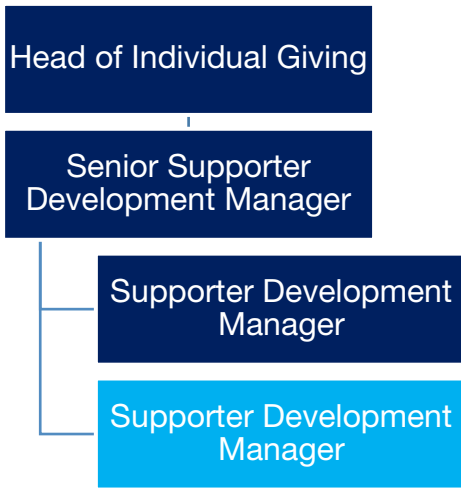


<p>Job Title Supporter Development Manager</p>	<p>Directorate and team This role sits in the Individual Giving Team in the Engagement and Fundraising Directorate</p>
<p>Key focus of the role You will lead on the project management and delivery of existing campaigns and activities as well as planning for, developing and testing new ideas. You will support the implementation of the supporter development strategy through the promotion of a variety of product areas including gaming, regular giving and cash donations in order to maximise net income and provide supporters with a meaningful supporter experience that builds engagement and loyalty</p>	 <pre> graph TD EP[Engagement & Partnerships] --> PP[Philanthropy & Partnerships] EP --> IG[Individual Giving] EP --> CE[Community & Events] IG --> HIG[Head of Individual Giving] HIG --> SSDM[Senior Supporter Development Manager] SSDM --> SDM1[Supporter Development Manager] SSDM --> SDM2[Supporter Development Manager] style IG fill:#00a0e3,color:#fff style SDM2 fill:#00a0e3,color:#fff </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> Project manage marketing campaigns and supporter communications on time and to budget – maximising supporter engagement and lifetime value Identify and implement cross sell opportunities to support the wider strategic objectives of the Supporter Development team to grow and identify opportunities to maximise income. Track, analyse and evaluate campaign performance to identify key trends and learnings that can be applied to future activities to continuously develop the programme Lead on day to day management of supplier relationships, ensuring we maximise the services they provide. 	<p>Job and reporting Line</p>  <pre> graph TD HIG[Head of Individual Giving] --> SSDM[Senior Supporter Development Manager] SSDM --> SDM1[Supporter Development Manager] SSDM --> SDM2[Supporter Development Manager] style SDM2 fill:#00a0e3,color:#fff </pre>
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Permanent Hours: 35 Pay rangeBand: 5 	
<p>Key working relationships internal Individual Giving, Engagement & Partnerships Directorate including Strategic Marketing, Brand, Creative Services, Content, Business Support (Insight, analysis, Database Marketing team), Finance, Customer Care Centre, IT and CIS (Database) teams, Clinical, Research team</p>	

Key working relationships external

Creative agencies, Printers/Maling and Fulfilment agencies, suppliers, other charities, supporters of Diabetes UK, general public with diabetes

All jobs at Diabetes UK are based on our competency framework called the **What-How Framework**. In the following sections we've listed:

- the key activities you'll undertake (**the What**) and
- the skills, knowledge, experience and behaviours you need to be successful in this role (**the How**).

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Key activities – What you need to do

Setting & Delivering Strategy and Objectives	Managing Resources	Improving Delivery	Building External Relationships
<p>1. Support the Senior Supporter Development manager to develop the team's annual strategy and budget</p> <p>2. Manage income and expenditure budgets for campaigns and contribute to quarterly reforecasting.</p> <p>3. Project manage marketing campaigns and supporter communications to schedule, to budget and within agreed brand guidelines -maximising supporter engagement, retention and lifetime value (S)</p>	<p>4. Track, analyse and evaluate campaign performance to identify key trends and make improvements. Share learnings with wider team</p> <p>5. Work closely with the Fundraising Quality and Compliance Manager to keep abreast of regulatory changes including: Data Protection legislation, Gambling Commission legislation and guidance from the Chartered Institute of Fundraising</p> <p>6. Lead on improving campaign performance with data driven and insight led decisions (S)</p> <p>7. Work with the Information and Governance and IT team to ensure that data is captured compliantly and loaded to the database according to internal process guidelines</p>	<p>8. Identify opportunities to cross sell products from other teams creating alignment with the wider strategy of Supporter Development to grow our income and engagement opportunities (S)</p> <p>9. Identify opportunities to test and personalise campaigns to continually optimise the activity to raise donations and increase supporter retention</p> <p>10. Ensure clear inspiring supporter journeys are in place to enhance retention and engagement.</p>	<p>11. Lead on day to day of supplier relationships, ensuring efficient and effective execution, production and fulfilment</p> <p>12. Work closely with trade bodies such as Chartered Institute of Fundraising and Gambling Commission to ensure activities and plans for Supporter Development are compliant and reflect latest sector guidance</p> <p>13. Keep abreast of competitor activities and trends by actively monitoring campaigns within the sector</p>

Skills, knowledge, experience and behaviours – How you need to do it

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Setting & Delivering Strategy and Objectives	Managing Resources	Improving Delivery	Collaborating with Colleagues
<p>1. Demonstrate experience of effectively managing and planning campaigns. Ensuring it successfully run on schedule and to budget (S)</p> <p>2. Utilise experience of direct marketing techniques to enhance the development program strategy and optimise retention, engagement and income</p> <p>3. Experience of effectively managing conflicting priorities and tensions, whilst clearly communicating and managing expectations for delivery</p>	<p>4. Seek opportunities to develop insight about our audiences and apply learnings</p> <p>5. Apply insights, experience, and best practice from across the sector to enhance and innovate development activity (S)</p> <p>6. Build awareness with colleagues on all upcoming supporter development campaigns. Liaise with Customer Care Centre on response handling, complaints and queries relating to supporter Development activities</p> <p>7. Take accountability for regularly reviewing progress, recommending change, adapt activity, and implementing mitigation plans as needed</p>	<p>8. Deliver an excellent supporter experience in line with agreed standards, on and offline to maximise conversion and retention and to grow average gift and response rate</p> <p>9. Apply your experience into improvements that could be made into the different marketing channels. Such as online and email marketing</p>	<p>10. Actively seek opportunities to effectively collaborate with colleagues to enhance existing Supporter development activities (S)</p> <p>11. Proactively utilise your experience to support colleagues to grow and optimise the Development programme activity</p>

Qualifications – Qualifications you need to carry out this role

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