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Supporter Experience Manager

“In the past century FFI has consistently saved species from extinction and protected habitats from destruction. Their solutions have always been practical, efficient and sustainable in local circumstances.”

Sir David Attenborough,
FFI Vice-president

Fauna & Flora International

Fauna & Flora International (FFI) saves species from extinction and habitats from destruction, while improving the livelihoods of local people. Our guiding principles are to work through local partnerships, act as a catalyst for change, make conservation relevant, and base decisions on sound science. Founded in 1903, FFI is the world's longest established international conservation body; our conservation work, and impact, spans the globe.

Team

The FFI Fundraising team currently consists of around 20 individuals split into three sections – Supporter Development, Major Donors and Trusts & Foundations. This role is within the Supporter Development section, which focusses on raising unrestricted income from the general public. We work closely with FFI's Communications team on publications and online communications, working to ensure FFI's brand reputation is protected. Our income targets are bold and ever-growing, making it a dynamic and ambitious environment.

The Opportunity

This is a truly exciting time to be joining FFI's Fundraising Team. Over the past couple of years we have established a fundraising programme that is going from strength-to-strength. More people than ever before are choosing to support FFI's work, and as a result our donor base is rapidly growing.

As a result, FFI are changing the way we approach donor stewardship, and we now want to instil a culture of excellence when it comes to communicating with our donors.

As Supporter Experience Manager, you will drive this step change, leading a new team that will shape and drive supporter facing interactions, communications and products across the organisation. You will identify gaps and opportunities within FFI's audiences and portfolio of products and campaigns, working closely with colleagues in the Supporter Marketing team to ensure FFI delivers an exceptional supporter experience across all points of contact.

In delivering an excellent supporter experience you will be responsible for driving up supporters' lifetime value, because as supporter satisfaction increases, donors will choose to support us more frequently and for longer.

The ideal candidate will have relevant experience within either the charity or commercial sectors. You will be used to driving change, leading teams through key strategic projects, building excellent working relationships and influencing a wide range of stakeholders.

The role represents an exciting opportunity for someone who is keen to work in a fast moving and dynamic environment. As the role will involve working across many teams, you will have a great opportunity to develop excellent cross team relationships and experience the breadth of work undertaken by FFI.

The role also offers an opportunity to learn and to develop your career in an exciting and rewarding environment. In addition, FFI offers a generous pension contribution, attractive annual leave allowance and life insurance. Our offices are located in The David Attenborough Building in central Cambridge, just a few minutes' walk from glorious historic buildings and museums, the picturesque River Cam, the central market and shopping centre, and a host of cafés and restaurants.

Terms and Conditions

Start Date:	As soon as possible
Duration of Contract:	Permanent
Probation Period:	Six months
Salary:	circa. £40,000
Location:	Fauna & Flora International, Cambridge (some remote working from within the UK may be considered)
Benefits:	<p>25 working days' annual holiday entitlement pro rata plus Public/Bank Holidays and any normal working days that fall between 24 December to 1 January inclusive, during which time FFI UK offices are closed</p> <p>For employees on UK-based contracts, FFI currently provides a pension contribution of 8% of salary after 3 months' continuous employment.</p> <p>Group Life insurance, currently set at a benefit of 4 x basic salary</p>
Hours of Work:	This is a full time position working 37.5 hours per week, Monday to Friday inclusive.

Job Description

Job Title:	Supporter Experience Manager
Reporting to:	Head of Supporter Recruitment & Development
Line Manages:	Fundraising Officer Supporter Engagement Assistant Finance Assistant
Key Relationships:	Supporter Development, Philanthropy & Communications Teams

Purpose:

To lead the design and implementation of a strategic plan that will transform the way FFI engages with its supporters. From thanking and recognising generosity, to demonstrating impact and celebrating milestones, it will form a world-class supporter experience that maximises engagement amongst FFI's supporter base, improving retention and increasing life-time value.

Specific Duties:**Supporter Experience**

- Be responsible for developing a strategic plan for delivering a first-class supporter experience across FFI's donor base
- Develop, implement and manage supporter journeys for new and existing supporters, through a sophisticated segmentation strategy, ensuring that each supporter receives the appropriate communication designed to maximise their commitment to FFI
- Develop new communications or materials as part of supporter journey development
- Lead on strategic cross departmental wide projects that enable us to improve how we thank, recognise and demonstrate impact to all supporters
- Work closely with the Digital Marketing Team, in developing and implementing supporter experience initiatives
- Liaise with international colleagues in the development of specific international supporter journeys
- Be the first point of contact for legacy pledgers, enquirers, and intenders, stewarding as required and liaising with the Head of Supporter Recruitment & Development

Mid-level Donor Stewardship

- Be responsible for managing a growing portfolio of mid-level donors, and provide them with a first-class supporter experience, including high-quality and prompt donor care across multiple channels
- Build relationships with mid-level donors over the phone, by email, through ongoing written contact, and other engagement opportunities
- Ensure mid-level donor stewardship is built into FFI's supporter journey programme, and ensure new initiatives or communications are added to this programme accordingly
- Develop the FFI Friends/Mid-level product offering, so the scheme delivers a first class experience, and the donors feel part of something important
- Work closely with the Philanthropy Team, to identify major donors who require more 'light-touch' engagement, and develop a stewardship plan for them

Operations and Data Management

- Ensure the systems and processes for delivering an excellent supporter experiences are designed, tested, documented and implemented in an efficient and effective manner, and are understood across the team
- Ensure we report on all supporter experience metrics, from supporter numbers to attrition levels, and work closely with the Fundraising Officer and Database Manager to produce a suite of reports that will be used to monitor trends overtime, and ultimately measure success and areas for development

- Use data insight to optimise and improve supporter journeys over time.
- Oversee the relationship with FFI's response and fulfilment agency, ensuring they work to agreed SLAs
- Keep informed of best practise supporter engagement techniques and ensure they are implemented across FFI's supporter journeys
- Work to ensure data quality is of the highest standard and data hygiene regularly conducted to attain and maintain 'a single supporter view'.

General Responsibilities

- Assist the Head of Supporter Recruitment & Development in setting and monitoring budgets and targets for supporter experience activities.
- Line management of the Fundraising Officer, Finance Assistant and Supporter Engagement Assistant through objective setting, continuous performance management, annual appraisal, training provision and personal development
- Contribute to team and wider organisational meetings as appropriate, developing an in-depth knowledge of team and department activities and communicating this if needed.
- Adhere to Data Protection legislation and FFI policies and procedures relating to the processing and storing of data.
- Manage relationships with third-parties, ensuring that services are delivered on budget and on time
- Represent FFI with relevant outside bodies, actively networking and building relationships to increase awareness and support
- Any other duties that are within the scope and remit of the role and as agreed with your manager

Person Specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Strong organisational and project management skills, and a clear focus on results • Ability to manage conflicting priorities to ensure objectives are achieved and deadlines are met • Ability to convey FFI's work with confidence and credibility • Excellent numeracy skills, including budget management • Highly developed and impactful communication skills, both written and oral • Ability to gain respect and influence outcomes relating to area of responsibility, at all levels • Analytical skills • Excellent copywriting skills 	<ul style="list-style-type: none"> • Works with individuals and teams across an organisation to come up with innovative plans and ideas

	<ul style="list-style-type: none"> • Ability to translate strategic direction into medium-and long-term plans and objectives • Microsoft Office skills • Fluency in English 	
Knowledge and experience	<ul style="list-style-type: none"> • In-depth knowledge of supporter experience development trends, including current audience characteristics and expectations • Experience of autonomous decision making in complex and sometimes ambiguous situations for example when translating messages to supporters • Experience of providing strategic direction and leadership within a fundraising or corporate sector • Experience of planning and delivering stewardship campaigns • Proven experience of using data analysis to optimise fundraising or marketing campaigns • Experience of managing third party suppliers and agencies, ensuring excellent value for money • Experience of managing people, and supporting them to fulfil their professional development • Working knowledge of data protection and fundraising regulation and best practice • Experience of using CRM databases 	<ul style="list-style-type: none"> • Experience of working in fundraising within an international charity • Proven/significant experience of developing fundraising systems, procedures and processes
Behavioural qualities	<ul style="list-style-type: none"> • Prioritises and sustains focus on work that will have the greatest impact on agreed aims • A good strategic problem solver, and able to work calmly under pressure • A confident and persuasive communicator • A target driven approach • Builds positive internal and external relationships • Encourages a supportive and positive working environment where team members at all levels are empowered to freely express questions and opinions 	<ul style="list-style-type: none"> • Questions assumptions and seeks further insight to inform decision making • Contributes ideas, approaches and insights that enable innovation
Other	<ul style="list-style-type: none"> • Commitment to FFI's values and empathy with FFI's mission 	<ul style="list-style-type: none"> • An interest in conservation and environmental issues

FFI Values

Values underpin who we are and how we act. Just as values shape who we are as individuals, they define us as an organisation, creating the culture of success for which FFI is renowned. Our people exemplify our shared values, which are interconnected and interdependent:

- We act with integrity
- We are collaborative
- We are committed
- We are supportive & respectful
- We get things done

How to Apply

Applications, consisting of a covering letter explaining why you feel you should be considered for this post, a full CV (tailored to the role as advertised, highlighting relevant experience and achievements) and contact details for two referees (who will not be contacted without your permission) should be sent to tom.beesley@fauna-flora.org

Please mark your application '**Supporter Experience Manager**'.

The closing date for applications is **22 August 2021**. Interviews are likely to be held during the week commencing **6 September 2021**. Candidates selected for interview will be contacted by email or telephone – please specify your preferred method of contact in your covering letter and indicate where you saw the position advertised

Regrettably, due to limited resources and the high number of applications we receive, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.

Applicants with Disabilities

FFI encourages applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application, please contact Jade Bedwell, HR Officer, FFI, on Tel: +44 (0)1223 749044 or Email: jade.bedwell@fauna-flora.org.

FFI values diversity and is committed to equality of opportunity