

## Job profile

# INTERIM HEAD OF SUPPORTER FUNDRAISING AND DIGITAL

### Scope

<b>Title</b>	Interim Head of Supporter Fundraising and Digital
<b>Directorate</b>	Fundraising, Marketing and Communications
<b>Reporting to</b>	Marketing Director
<b>Groups</b>	Marketing Area Leadership Team, Data Protection and Privacy Management Group
<b>Location</b>	UK – Rugby/Hybrid
<b>Duration</b>	Interim – expected 18-23 months
<b>Grade</b>	A £54,327-£57,127

### About the Role:

Practical Action is embarking on a project to develop new data and CRM systems in support of its ambitious marketing strategy for growth. The Head of Digital and Supporter Experience is being seconded to deliver this project.

**During this period we are seeking an experienced interim senior manager to drive our supporter fundraising activity, lead our digital marketing and social media and oversee our digital developments. The anticipated duration of this interim post is 18-23 months.**

The post holder will have a proven track record in leading supporter fundraising programmes across multiple channels. You will be skilled at developing direct marketing strategies and especially in supporting a charity to transition from mainly print-based to a wider channel mix with significant digital engagement. You will lead the supporter marketing strategy team and the digital team.

As our marketing and audience engagement strategies become increasingly digital, you will work with the team on the delivery of our core fundraising and digital activities, and with the CRM development team to transform our fundraising strategy, helping set the vision, tone, roadmap and pace for a step change in how we evolve our digital offering, ensuring our audience insight and data inform marketing decisions.

### Accountabilities:

- Lead and manage the Fundraising strategy and Digital teams.
- Member of the Marketing Area Senior Management Team.

- You will define and oversee the delivery of our individual giving strategy and approach, mobilising the right teams to deliver that strategy delivering c£10m+ per year of unrestricted income
- Build excellent customer and supporter experiences using a full range of channels including digital, telephone, direct mail and through social media ensuring these are optimised and measured so they add value to our marketing programmes.
- You are the owner of core digital channels – our website, email and social media channels. You are responsible for their strategic development, content, functionality, user journeys and data security.
- Have strategic oversight of all digital channels, ensuring paid and organic activities and content align to provide a cohesive experience across all Practical Action audiences.
- Lead on data privacy and compliance issues, and digital policies for Marketing Area and support the Marketing Director on the development of global policies for digital, privacy and income generation.
- Make recommendations for our digital and data roadmap and lead on upgrades and investments in our digital functionality.

#### **Financial Scope/Responsibilities:**

- Responsible for annual budgets of c. £1m.
- Responsible for driving c. £9m of income from individuals.

#### **Internal and External Relationships:**

Line management: Marketing Strategy team, Digital Manager.

Marketing Area: especially senior managers, audience owners and marketing strategists, Senior Managers in the UK, and Staff involved in digital activities globally. Finance and IT.

External: Suppliers and partners especially in the delivery of fundraising and digital activities, peer networks and charity digital and fundraising communities. Auditors and other compliance organisations.

#### **Person Specification:**

A seasoned charity fundraiser with a strong track record in leading successful individual giving programmes across multiple channels including digital.

Educated to degree level ideally in a related discipline and/or with a postgraduate qualification in marketing, fundraising, data, business, maths, statistics, or a related subject.

Significant experience in leading individual giving fundraising strategies with significant experience of supporter acquisition, development, legacy and of digital fundraising

Very high understanding of digital and the role it can play in audience engagement.

Proven high-level project management skills.

Excellent written and spoken English. Ability to provide precise and well thought-out briefs, business cases etc.

Strong people management ability. Experience of managing a multi-disciplinary team.

Strong analytical skills – able to brief and analyse data to a sophisticated level and challenge/mentor others to do the same.

High level experience at working with compliance, best practice and regulators.

**Skills, Abilities and Competencies:**

- Clarity of communication and thought
- Inspiring team leader, coach and mentor
- Highly numerate
- Curious
- Channel neutral
- Able to be detached and not partisan, for example, when interpreting what data is telling you, or when analysing user behaviour or when selecting best software choices
- Excellent collaborator and communicator.

**Additional Requirements for the job:**

(\*Criteria to be used to shortlist candidates for interview)

