

Supporter Engagement Manager (Gifts in Wills)

JOB DESCRIPTION

Duration:	Fixed Term 10-12 months
Salary:	Circa £40,000 per annum
Job Level:	Level 4
Hours:	35 hours per week. Other flexible arrangements will be considered
Disclosure Level:	This role involves indirect work with children
Reports to:	Head of Supporter Engagement
Location:	Hybrid working arrangement between working from home and attending our offices one day a week, at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Supporter Engagement team at Unicef UK are focused on providing the very best supporter engagement.

In particular, the team assists supporters as they consider a specific way of giving – through a legacy gift or gift in their will. The team cultivates and builds relationships with supporters, in particular those who have committed to include a gift in their will.

ABOUT THE ROLE

The Supporter Engagement Manager (Gifts in Wills) will be responsible for stewarding our most valuable supporters who have already committed to or included a gift in their will to UNICEF. In addition to this, they also care for the special stewardship of our in-memory supporters.

WHAT WE WILL EXPECT YOU TO ACHIEVE

The Supporter Engagement Manager (Gifts in Wills) manages the Gifts in Wills loyalty stream for committed legacy supporters and in-memory supporters. Your work will take supporters on inspiring journeys, and encourage their lifetime giving as well as other relevant offers that enhance their experience with us, driving long-term engagement and support. The post holder will develop key internal and external relationships and ways of working to support the ambition that every supporter knows they can and has the tools and information they need to leave a legacy gift.

The purpose of the post is:

- Proactively develop relationships with groups of legacy supporters and individual supporters, adapting to supporters' preferred channels (eg face to face, email, telephone) to deliver excellent stewardship and cultivation. Take responsibility for a portfolio of individual relationships.
- Develop the strategy, objectives and success criteria for Gifts in Wills events, to form clear briefs for the Events team to deliver. This includes, but is not limited to, the flagship 'Summer Garden Party'. You will be expected to set objectives for events, develop the concept in coordination with the Events team, collaborate with them to develop creative materials needed for events, and attend on the day to engage with supporters.
- Collaborate with the Senior Supporter Engagement Manager (Gifts in Wills) and the Marketing team to ensure inspiring supporter recognition and stewardship activities are integral to Gifts in Wills supporter journeys.

- Collaborate with other fundraising teams to ensure prospects are being stewarded by the most appropriate team.
- Ensuring supporter data is accurate and up to date and that all information is produced and stored in line with data protection regulations and best practices.
- Responsibility for handling supporter queries and complaints, flagging and assessing vulnerable circumstances and ensuring there is a complete record of communications, ensuring all donors and prospects/legacy enquirers are responded to in a timely fashion.
- Collaborate closely with colleagues across the organisation to ensure creative and copywriting, brand and planning standards are met, and that supporters experience smooth and seamless journeys with Unicef UK.
- Lead the development of campaigns to sustain in-memory income targets, collaborating with colleagues in Marketing as relevant.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards creating a better world for every child.
- Understand motivations of supporters, with an ability to ensure these are incorporated into every supporter engagement

Patience and perseverance

- Demonstrate patience and perseverance in the face of setbacks and problems in order to drive projects forward. Keeping objectives top of mind throughout the project

Integrity

- Acts with integrity, in accordance with UNICEF values.

Positive relationships

- Nurtures professional relationships with colleagues at all levels and with external contacts and partners to support the achievement of objectives.
- Reflects on own thoughts feelings and actions and is aware of own impact on relationships.

Efficiency and effectiveness

- Manage conflicting priorities to ensure that objectives are achieved and deadlines met.
- Evaluates work, learns from results and adjusts strategies to provide the best results for children.

Good management

- Reflects on own activities to gain new insights and understanding in order to strengthen competence and impact.

Relevant experience

- Project management experience
- Experience of legacy fundraising
- Supporter Engagement experience, including one-to-one contact with supporters.

Specific knowledge and skills

- Knowledge of legacy giving, including motivations for giving.
- Knowledge and clear understanding of data compliance regulations and CloF Code of Fundraising – in particular relation to Legacy Fundraising.
- Knowledge and experience of using a database
- Knowledge of direct marketing principles, including supporter journeys, direct mail and email
- Communication skills

- Conveys complex ideas using a variety of methods to engage an audience and win understanding and support.
- Anticipate and respond to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity; present complex and difficult messages clearly and with impact. Able to communicate effectively with both internal and external stakeholders to deliver on brief, on time and within budget.
- Data and analytical skills – able to capture and manage data efficiently and appropriately.
- Problem solving, time management and decision making