

HEAD OF SUPPORTER GROWTH

Duration:	9-month fixed term contract (parental leave cover)
Salary:	circa £65,000 per annum
Job Level:	Level 3
Hours:	35 hours per week. Other flexible arrangements will be considered
Disclosure Level:	Basic. This role involves no direct or indirect work with children
Team:	Marketing, Public Engagement
Reports to:	Director of Marketing
Location:	Working from home and at 1Westfield Avenue, London E20 1HZ OR

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

UNICEF UK delivers marketing to engage, attract and retain priority audiences through a single marketing function; the Marketing Team.

This team includes a diverse range of marketing skills, with special emphasis on digital, working in cross-disciplinary teams to deliver against wide range of objectives, spanning every stage of our supporters' journeys, from initial brand awareness through to leaving a gift in a will.

The Marketing Team sits within the Public Engagement Directorate at UNICEF UK. This directorate has an ambitious strategy to maximise the amount of income, influence and impact we deliver for children by engaging with supporters.

ABOUT THE ROLE

As the Head of Supporter Growth at UNICEF UK, you will lead on delivering a best-in-class programme to recruit new supporters – across multiple channels and products including one-off and regular donations, eCommerce customers, subscription products, campaigning actions or supporters leaving gifts to UNICEF in their Will.

You will develop strategies to grow our income through delivery of multi-channel acquisition campaigns that engage supporters through positive experiences. You will be accountable for multi-million-pound expenditure and income budgets, and you will work with the other Heads of Marketing to ensure our multi-disciplinary Marketing teams are delivering on your strategic objectives.

What we will expect you to achieve

- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as Our Shared Commitment) in all aspects of your work and leadership. This will be evident in your actions, behaviour in meetings and engagement with colleagues.
- Develop strategic plans and budgets for the Supporter Growth programme, ensuring that objectives are clear across different programme areas.
- Oversee financial management and performance reporting of relevant income and expenditure and other Key Performance Indicators against budget and relevant forecasts
- Ensure that Marketing teams are working towards best-in-class supporter engagement and delivering long-term value to UNICEF UK.
- Leverage the benefits of digital channels, automation and new ways of working to make the supporter growth programme deliver better supporter experience
- Lead relevant agency relationships at a strategic level, ensuring UNICEF UK leverages external input, receives excellent service and value from our relationships
- Build effective relationships with other internal teams to achieve supporter acquisition objectives, including Communications, Soccer Aid, Information, Strategy and Advocacy teams.
- Ensure Marketing delivery teams are aware of and adhering to relevant regulation, with particular emphasis on data protection and fundraising practices.
- Develop strategic plans, in advance of an emergency, to facilitate a fast and effective response. Lead implementation of emergency appeals as required. The post holder will be on call over some bank holidays and weekends.
- Remain up to date about developments in the external marketplace and assess the suitability of new, innovative approaches for acquiring supporters from UNICEF UK's priority audiences. Alongside this, collaborate with the innovation roles within Public Engagement to oversee plans for integration of new products and innovations into the core programme.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.
- Uses in-depth knowledge of supporters, the market and the charity sector to predict future trends that impact upon supporters and their support

Results focused

- Prioritises and sustains focus on work that will have the greatest impact on agreed aims; review results and extracts learning to optimise future performance

Leadership

- Translates strategic direction into medium- and long-term plans and objectives for own team

- Encourages a supportive and positive working environment where team members at all levels are empowered to freely express questions and opinions

Communication

- Communicates effectively with stakeholders at all levels, both orally and in writing, presenting difficult messages clearly and with impact

Creating and innovating

- Scans the external environment for trends, insights, ideas and best practice that could benefit our work

Relevant experience

- Managing a significant expenditure budget to oversee a complex, multi-channel, multi-audience acquisition programme.
- Providing strategic direction and leadership for a multi-functional team
- Developing and implementing successful marketing strategies (from either client or agency side), including strategic planning, monitoring and reporting of KPIs.
- Successfully developing high level relationships

Specific knowledge and skills

- Detailed and applied knowledge of regulation relevant to supporter acquisition programmes, with particular emphasis on data protection and fundraising practices.
- Applied understanding of digital technology relevant to supporter acquisition programmes, including programmatic, search, paid social, analytics and web platforms.