

Role Description

Chapter Member - Market



Supporter Acquisition Lead (Face-To-Face)

This role sits within the Market Chapter and is supported by the Chapter Lead.

Salary range: £41,000 - £45,000 per annum
Step C

Hours: 35 per week

Location: Home-Based

Contract: Permanent

Disclosure Level: Basic

About the Market chapter

The Market Chapter brings together specialists in marketing across channels, disciplines and audiences. We create integrated, multichannel campaigns to deliver compelling propositions to parents of deaf children, professionals, supporters and fundraisers. We work to reach every deaf child and make sure nothing holds them back.

About the role

You will play a crucial role in raising funds towards our ambitious target of raising over £32 million to support deaf children, working as part of the team recruiting c.100,000 regular giving supporters this financial year.

As a Chapter Member at the National Deaf Children's Society, you'll be in a Chapter of like-minded and skilled colleagues. Chapters are self-organising, and every member has a vital role to play, sharing their skills, knowledge and experience and learning and developing together. Led by the Chapter Lead, all Chapter Members will value and respect each other's contribution and learn and develop collaboratively.

You will draw on experience of direct dialogue fundraising to grow and develop our Face-to-Face acquisition programme. You will work with our agency partners and with colleagues across the charity to hit ambitious recruitment targets while maintaining excellent supporter experience and market-leading standards of quality and compliance.

You will be able to sustain constructive supplier relationships even through challenging times, have the commercial focus to ensure that contracts and terms

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deliver best value for the charity, and the numeracy to bring out important details in campaign results.

You will be familiar with the internal and external aspects of sourcing new suppliers and setting up new campaigns. You will be an advocate for face-to-face fundraising, someone who takes ownership and delivers results.

While this post has no formal line management in our agile structure, you will play an important role in coaching and supporting other members of the team. You will set high standards for compliance, quality and performance, and fostering strong working relationships across Supporter Recruitment, training, Supporter Care, Compliance and our external agency partners. Additionally, you will maintain a broad portfolio of sector wide contacts and an up to date understanding of how other charities are operating, ensuring our strategy is informed by industry insight and best practice.

Frequent travel around the UK will be required (approx. once a month) to participate in our agency and office shadowing programme and attend in-person meetings.

We are open to appointing at any point in the advertised salary bracket depending on experience, and to considering flexible working arrangements.

Who are you?

- You are an experienced direct dialogue fundraising professional, used to creating and optimising face-to-face campaigns from any of street, door and private site
- You are a natural account manager, able to sustain strong relationships and deliver excellent results even through challenges
- You understand the importance of supporter experience right from the start of a new supporter relationship and the role of fundraiser training, marketing communications and data and finance workflows in optimising it
- You are aware how donor retention rates affect the profitability of campaigns and are able to make recommendations based on campaign performance taking this into account
- You have a commitment to and experience of delivering excellent compliance, in the F2F fundraising environment
- You lead by example, acting as a positive role model who supports, motivates and develops others to achieve high standards in performance, collaboration and supporter experience.

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What will be in your toolkit?

- Experience of client-side management of face-to-face fundraising campaigns delivering meaningful volume and value, with awareness of common issues and how to overcome them.
- Ability to analyse and report on recruitment campaigns, providing weekly results and end of campaign reports, and leading ongoing performance review to maximise value for money, taking into account donor attrition.
- Detailed understanding of the relevant parts of the Fundraising Code and best practice in compliance and quality.
- Commitment to customer loyalty and supporter experience.
- Knowledge of key legal and compliance issues related to the role e.g. GDPR.
- Able to understand and interpret campaign results and supporter attrition figures to create long-term income projections, and direct campaigns to optimise long-term income.
- Strong digital skills and a sound understanding of agile values and principles.
- A commitment to the organisation's culture.
- Comfort with ambiguity.
- Bravery, courage and an appetite for risk taking.
- Ability to focus on customer needs while negotiating challenges.
- An enthusiasm for giving and receiving continual feedback.

What will you bring?

- A can-do attitude and focus on achieving positive outcomes.
- Willingness to share thoughts, skills, knowledge, and experience.
- An open mindset, embracing new concepts and ideas.
- Natural collaboration skills, coupled with clear communication.
- Capability to adapt within a changeable environment.
- Desire to learn agile principles, and to thrive within an agile project environment.
- Strong digital skills (Microsoft 365)
- Ability to learn from mistakes and unafraid of failure.
- Enthusiasm for giving and receiving continual feedback.
- Passion for continuous improvement - reflecting on progress and performance.

Person Specification

Supporter Acquisition Lead (F2F)



National
Deaf Children's
Society

Essential Criteria		How it is measured
<i>A – Application I – Interview T – Test or Presentation Q – Qualification</i>		
1.	Experience of client-side management of agency face to face recruitment campaigns that deliver commercially significant volumes and long-term income	A/I/T
2.	Experience of supplier selection and new campaign setup in a F2F environment	A/I
3.	Excellent attention to detail to ensure projects and reports are delivered accurately	A/I
4.	Great communication skills, able to sustain internal and external relationships and advocate for the role of F2F in the charity's fundraising	A/I
5.	Understanding of the use of databases in maximising revenue from direct marketing activity.	A/I
6.	High degree of numeracy with experience in producing and interpreting campaign results, particularly involving profitability modelling of acquisition campaigns accounting for attrition (including use of Microsoft Excel).	A/I/T
7.	Passionate about working as part of a team and sharing and developing your skills, knowledge, and expertise in a collaborative environment.	A/I
8.	Demonstrate passion for our cause and commitment to deaf awareness.	I

Desirable Criteria		How it is measured
<i>A – Application I – Interview T – Test or Presentation Q – Qualification</i>		
1.	BSL Level 1 or above, a good level of deaf awareness and/or working towards BSL level 1 or above. Understanding and experience of deafness and British Sign Language skills or a willingness to learn.	A/I
2.	Qualification in direct marketing, marketing or fundraising, e.g. certificate, diploma or degree	Q
3.	A sound understanding of agile values and principles.	A/I
4.	Proven skills in coaching and development of others through growth-focused feedback	A/I