

Role Description

Supporter Retention Fundraiser



Supporter Retention Fundraiser

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

Salary range:	£31,720 - £38,500 per annum Step B
Hours:	35 per week
Location:	Home-Based
Contract:	Maternity Cover: Feb 2026 – Feb 2027
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.

About the role

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 marketing and/or fundraising campaign management to deliver supporter retention campaigns from brief through to delivery. Mainly you will be working with telephone fundraising, direct mail and email, using these media to hit fundraising targets, support customer experience and improve supporter retention. You will be able to build great relationships with colleagues to enable delivery of the supporter retention programme, particularly internally with our creative and CRM teams and with our fundraising agencies.

National Deaf Children's Society is a great place to work, with a market-leading individual giving programme and consistent year-on-year improvement in supporter loyalty.

We are open-minded about your background. Charity experience is an advantage but not required - about half of the Market chapter worked in other charities before joining

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NDCS. What's important is that you can hit the ground running in this maternity cover post.

We are open to appointing at any point in the advertised salary bracket depending on experience, and to appointing candidates who would prefer part-time working at 28 hours a week, or condensed hours arrangements.

Who are you?

- You are a confident and experienced direct marketing professional.
- You have a commitment to and experience of delivering excellent customer stewardship, adding value and inspiring supporters.
- You have experience of working end to end on successful direct response campaigns using telephone, direct mail and/or email.

What will be in your toolkit?

- Understanding of direct response marketing techniques and the role they play in raising funds
- Commitment to customer loyalty and supporter experience
- Knowledge of key legal and compliance issues related to the role e.g. GDPR
- Knowledge of fundraising best practice relevant to the role, or ability to quickly acquire this
- Able to understand and dig into campaign results in order to find directions for improvement and innovation
- 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.

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- 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 Retention Fundraiser



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 campaign management in a direct response marketing environment, using one or more of direct mail, email, telemarketing	A/I/T
2.	Experience of implementing marketing communications in supporter journeys aiming to maximise the lifetime value of existing supporters.	A/I
3.	Excellent attention to detail to ensure projects and reports are delivered accurately, including experience of proofreading.	A/I
4.	Understanding of the use of databases in maximising revenue from direct marketing activity.	A/I
5.	High degree of numeracy with experience in producing and interpreting campaign results, and able to draw conclusions to improve subsequent campaigns (including use of Microsoft Excel).	A/I/T
6.	Passionate about working as part of a team and sharing and developing your skills, knowledge, and expertise in a collaborative environment.	A/I
7.	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.	Experience of applying insight from analysis and/or research to improve customer experience and increase revenue	A/I