**Job Description**

**Post:** Supporter Engagement and Legacies Marketing Executive

**Reports To:** Supporter Engagement and Legacies Marketing Manager (Secondment)

**Direct Reports:** None

**Location:** London office (minimum 3 days/week) with some working from home.

**Our belief**

RSBC believes that every blind young person should have the chance to live life without limits.

By giving young people the essential skills to take control of their life, they can unleash their true potential.

**Our success depends on our values**

Underpinning all of RSBC’s work are values embedded in trust and excellence.

**TRUST:** Respect & accountability

**ENERGY:** Straight talking & constantly learning

**AMBITION**: Confronting reality & driving results

**MOTIVATION:** Vision Impaired children and young people are our No 1 priority & we look for solutions, not problems

**Primary Objective/Job Purpose**

To implement a range of activities to recruit, retain and reactivate supporters, maximising their lifetime value; ensuring the best possible supporter experience to aid the team in delivering an annual net income growth in individual giving and legacies.

To support the development of the team’s fundraising activity, with particular attention to implementing a new strategy for Legacy marketing including legacy communications, legacy marketing collateral, and legacy events.

**Key Tasks and Main Duties:**

1.Work with the Supporter Engagement and Legacies Marketing Manager on the development and implementation of individual giving activity across a range of channels and products.

2.Work with the Supporter Engagement team to ensure all warm appeal activity is delivered effectively on time and within budget. Including the creation of briefing documents, feeding in to copy and design, agreeing data briefs and ensuring that Gift Aid income is maximised.

3.Support the development and testing of new creative ideas and acquisition activity across a range of channels, including print and digital, for key target audiences to grow income. Ensuring acquisition activity is delivered from concept phase to campaign evaluation, sticking to time frames and within budget.

4.Support the development of digital fundraising activity, maximising opportunities for donations via the website, email communications and social media marketing.

5.Work with the Supporter Engagement and Legacies Manager and Head of Supporter Engagement to implement the new 2025 legacy marketing strategy. Delivering legacy acquisition activity whilst implementing a marketing pipeline to maximise enquiries, pledges and measure KPIS.

6.Work with the Supporter Engagement Team to create and deliver supporter journeys which increase donor engagement, retention, conversion and lifetime value.

7.Produce data and insight driven end of campaign analysis, using learnings and supporter insights to make recommendations for future activity.

8.Managed relationships with key stakeholders including external suppliers, including creative agencies, list brokers and printers, to ensure they meet RSBC standards.

9.Provide cover for the Individual Giving and Supporter Care Executive when needed including taking and processing donations and responding to supporter queries via phone, mail and email.

10.Maximize use of the CRM database to provide insight led segmentation to inform key decisions

11.Keep abreast of industry-wide individual giving and legacy marketing developments and technological innovations.

12.Ensure effective financial management on managed projects including raising purchase orders and keeping expenditure trackers up to date.

13.Carry out all duties and responsibilities in line with organisational policy, and best practice guidelines, demonstrating accountability to donors, supporters and volunteers and always operating with openness, honesty and transparency.

14.Ensure that equality and diversity is embedded in all activities.

15.Ensure compliance with safeguarding policies and legislation and protect the welfare of service users and all other children and young people/vulnerable adults that have contact with the organization.

This Job Description cannot be considered to be exhaustive and other duties not included above may arise from time to time. On the understanding that such duties are commensurate with the purpose of the job and have been identified as such by the postholder’s line manager and advised to the postholder, then such additional duties shall form part of the requirements to this post.

**Person Specification**

**Skills Knowledge and Experience**

**Essential Criteria**

1.Proven experience in Individual fundraising.

2.Experience in delivering fundraising retention and acquisition campaigns online and via print.

3.A strong interest in developing knowledge and experience in Legacy marketing.

4.Organisation, and prioritisation skills necessary to deliver a wide range of complex campaigns simultaneously, within agreed timescales, and to expected standards and budgets.

5.Ability to accurately monitor and report on key performance indicators (KPI) for all projects. Producing detailed evaluations and recommendations for future activities

6.Experience using CRM databases to contact supporters, update supporter information and revise communications consents.

7.Ability to be a team player, contributing to team meetings, making recommendations to approve appeals, and using initiative to overcome obstacles.

8.Strong interpersonal skills including the ability to build and maintain positive relationships with internal teams and external agencies.

9.Excellent communication skills, both verbal and written with the ability to communicate with those from all walks of life.

10.Excellent attention to detail.

11.Be a team player, supporting colleagues when there are deadlines, and knows when to ask for help themselves.

Desirable Criteria

1. Experience of Legacy marketing.

1. Experience of project managing fundraising campaigns and project budgets

1. A background in producing digital fundraising working with social media advertising, website content and email.

4.Experience of telephone fundraising, sales or similar in an outbound environment