

Role Profile

Job title: Supporter Engagement Manager (Maternity Cover)
Location: Award House, London
Reports to: Director of Fundraising

About the Award

The Duke of Edinburgh's International Award is a non-formal education and learning framework operating in more than 130 countries and territories around the world. The Award encourages young people to learn new skills, get physically active, volunteer within their communities and discover a sense of adventure outside the classroom – supporting them to find their purpose, passion and place in the world. We at The Duke of Edinburgh's International Award Foundation are the engine that drives and supports the Award's growth, access and impact across the globe. Working with our partners and operators, we are committed to ensuring even more young people can access the Award, particularly those from at risk and marginalised backgrounds.

Summary of Role

The donor journey is critical to the success of our Fundraising team. The Supporter Engagement Manager plays an important role in increasing income from prospects and donors by developing and delivering a tailored programme of activities designed to attract, engage and retain our highest value supporters and partners around the world.

The Supporter Engagement Manager will project manage engagement activities for new prospects and current donors across our Philanthropy and Partnerships income streams. They will ensure these activities increase engagement with our work, make donors feel recognised for their generosity and proud of their contribution towards helping young people become #worldready. Success will be seen through new partnerships and donations secured, an uplift in giving value and retention of existing commitments.

Working with the Communications team, they will be an energetic self-starter with a great eye for detail and have a passion for creating the right narrative and content to promote an incredible cause. They will create an engaging 'voice' for the fundraising team's multiple audiences. The successful candidate will be a team player who has experience communicating with various internal and external stakeholders to ensure projects are executed on time and to budget.

Working with the Events team, they will act as key liaison for all Philanthropy and Partnership events, ensuring that every aspect of an event from planning to execution and follow up provides the most logical and impactful donor journey as possible, to ensure the greatest ROI for events.

Key Responsibilities

- To lead on creating various donor communications including proposals, impact reports, newsletters, digital content for a donor app and other publications, ensuring all communications and activities are routed in the needs of the donor and align with our brand messaging, strategy and ambitions.
- Supporting with the development of new engagement opportunities and "offerings" to prospects, as well as creating donor stewardship plans.

- To assimilate interesting content from across the organisation for account managers based on donor priorities, along with building and keeping key propositions up-to-date.
- To act as the fundraising lead or support for various prospecting, engagement and fundraising events, to ensure that the donor has the most fulfilling experience possible.
- To provide analysis of engagement activities to assess ROI.
- To prepare research on prospects and current donors.
- To provide guidelines on Best Practice of donor stewardship to the Fundraising team.
- To be the lead Manager for due diligence of prospective and existing supporters.
- To spot funding opportunities for prospective and current donors by keeping abreast of activity and developments across the organisation and wider Association.
- To be the 'champion' for the management of donor data on Salesforce and ensure the Fundraising team is in line with GDPR.
- To be the 'champion' of the fundraising section on the Foundation's website.
- To undertake any other duties as required for the successful delivery of the Fundraising department's objectives.

Person Specification

CRITERIA	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
Qualifications	<p>Educated to degree level</p> <p>Evidence of continuous professional development (CPD)</p>	Achieved Bronze, Silver or Gold Duke of Edinburgh's Award	Cover letter and qualification certificates
Experience	<p>Experience working with high-profile volunteers, high value donors and corporate partners</p> <p>Experience of project managing engagement activities within a Fundraising team</p> <p>Experience of leading the supporter experience at events.</p> <p>Experience with developing fundraising marketing and communications materials across various media</p> <p>Experience of communicating to a broad range of stakeholders, including external suppliers and senior management</p> <p>Hands on experience of using Salesforce or similar data management tool</p>	<p>Direct experience of working or supporting others in the management of relationships with high-net-worth individuals and corporate partners</p> <p>Previous experience of working in the charity/ not-for-profit sector</p> <p>Previous experience of working for a youth development or education focused charity or not-for-profit organisation</p>	Cover Letter and interview

	Demonstrable experience of successfully delivering a high standard of administrative support in a busy office environment		
Knowledge	<p>A precise understanding of fundraising functions and processes within charities, including donor research, prospecting, engagement and stewardship</p> <p>A strong understanding of marketing principles and audience segmentation</p> <p>Cultural awareness and sensitivity</p>	<p>Knowledge of GDPR</p> <p>Knowledge of The Duke of Edinburgh's International Award Foundation</p> <p>An understanding of the motivating factors behind philanthropic and corporate giving and an awareness of the latest research and trends</p>	Interview
Skills and Abilities	<p>High level of written and verbal communication skills. Fluent in English</p> <p>Meticulous attention to detail</p> <p>Creative approach to donor stewardship</p> <p>Strong organisational skills and excellent time management</p> <p>Ability to maintain confidentiality and work within protocols and procedures</p> <p>The ability to scope, plan and execute research</p> <p>A flexible and innovative approach to juggling multiple demands across teams and different audience priorities</p> <p>A curiosity about individuals and their motivations, with an aptitude for making connections</p>	<p>Able to work on own initiative and with little supervision</p> <p>Fluency in one or more other languages</p>	Interview
Circumstances	35 hours per week (Monday to Friday) with some flexibility required on or around the lead up to evening events or busy periods within the teams.		

	<p>Overtime is not payable, though hours worked over and above standard contract can be taken in lieu of payment (in line with policy)</p> <p>The Foundation operates a flexible and hybrid working arrangement enabling staff to work where they are most effective. Further details available on request.</p> <p>Benefits (Some are applicable after probation period): 25 annual leave days (plus bank holidays), Private Medical Insurance, Death in service payment of 4x salary, Healthcare Cash Plan, Joint Contribution Pension Scheme, Salary Sacrifice Schemes, Season Ticket loans.</p>
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