

**Senior Income & Engagement Officer (Individuals)**

**JOB DESCRIPTION AND PERSON SPECIFICATION**

Job Title: Senior Income & Engagement Officer (Individuals)

Contract: Permanent

Reporting to: Director of Income & Engagement

**Salary:** £46,636 rising on an annual incremental basis,

War on Want also offers a 6% contributory pension scheme.

**Holidays:** 27 days’ annual leave, which includes four closure days over the Christmas

period; rising to 29 days after three years’ service and 30 days after five years.

**Benefits:** Interest-free loan for season ticket or bicycle purchase

**Hours:** 35 hours per week. Some weekend and out of hours working is essential, for which

time off in lieu will be given.

**Based at:** Hybrid working. One day a month at War on Want’s head office, more

in-person days required on an ad-hoc basis.

**Responsible for:** Income & Engagement Assistant

**Deadline for receipt of applications:** 23.59 Sunday 2 June 2024

**Date set for interviews:**  First interview (online) w/c 10 June 2024

Second interview (in-person) w/c 17 June 2024

**About War on Want**

War on Want is a dynamic organisation working in the UK and with partners around the world to fight poverty and defend human rights, as part of the movement for global justice.

We believe a better world is possible. A world in which everyone lives a dignified life free from repression, injustice and climate disaster. Poverty is political: the most effective way to end it is by taking collective action to challenge deep rooted structures of inequality and injustice.

War on Want campaigns in the UK to challenge human rights abusing corporations and governments, and hold those responsible for inequality and poverty to account. We publish in-depth research exposing injustice and human rights abuse globally. We work in partnership with grassroots groups, trade unions and workers’ organisations in the Global South. We stand in solidarity with movements fighting for their rights around the world.

**Job Description**

This role is an opportunity to use your fundraising and marketing skills to challenge the root causes of poverty and defend human rights.

Working closely with the Director of Income & Engagement, your strategies and campaigns will deepen the relationship between War on Want and its individual supporters to both increase participation in our campaigns and grow unrestricted income.

The campaigns you run will acquire, retain, and develop individual supporters using a range of channels both on and offline. The ultimate aim of these activities is to increase the number of active War on Want members who support our work through regular direct debit donations. In addition, you will lead War on Want’s legacy programme and manage the Income & Engagement Assistant to ensure the delivery of first-class supporter care processes and an unbeatable supporter experience.

As individual giving lead, you will join War on Want at a very exciting time. We have recently launched a new supporter mobilisation strategy to bring transformative growth to our supporter base. In collaboration with the Digital Engagement Officer, other fundraising and communications experts, and colleagues from across the organisation you will help to execute this strategy, define future fundraising propositions, and manage associated activities.

**Key tasks and responsibilities**

Strategy, Insight, and Growth

* Execute and optimise individual giving fundraising and engagement activities across supporter acquisition, development, and retention, working in close collaboration with the Digital Engagement Officer and other colleagues.
* Lead key supporter mobilisation projects to inform future strategy, develop War on Want’s fundraising propositions, and enhance overall performance in terms of net income growth.
* Nurture a culture of continuous learning by embedding test strategies across individual giving and digital campaigns to improve engagement tactics and optimise performance.
* Actively monitor campaign responsibilities to ensure income targets are met, performance is optimised, and activities are delivered on budget.
* Support the Director of Income & Engagement in developing the income and engagement strategy, annual plans, budgets/reforecasts, and performance reports.
* Work with colleagues across the organisation to seek out opportunities to enhance unrestricted income – including War on Want merchandise, trade union engagement, and events.

Supporter Acquisition, Development, & Retention

* Work with the Digital Engagement Officer to ensure paid social media advertising campaigns deliver a high volume of new contactable supporters for regular giving membership conversion via telemarketing and email.
* Partner with an external fundraising agency to manage and optimise membership conversion telemarketing campaigns. This includes script development, data management, testing, and performance review.
* Work with the Digital Engagement Officer to deliver and optimise email strategies to convert War on Want supporters into regular giving members. This includes hands-on set up of email campaigns as required.
* Work with the Income & Engagement Assistant to update legacy materials, optimise the legacy engagement programme, and maintain accurate legacy record keeping.
* Work with colleagues in the Communications & Engagement Team to seek out new opportunities for new regular giving member conversion – for example optimising the website donation funnel and boosting organic social media content.
* Plan, execute and optimise one-off gift appeals across direct mail and email. This includes developing fundraising propositions, copy writing, sign off, data selection, production, fulfilment, and campaign review.
* Plan, execute, and optimise upgrade and reactivation telemarketing campaigns. This includes agency briefing, data selection, script development, fulfilment, and campaign review.
* Develop War on Want’s Gift in Wills strategy to promote and maximise legacy opportunity.

Supporter Services & Data Management

* Line manage the Income & Engagement Assistant and support them to deliver their best. This includes setting objectives, managing 121s, and performance review.
* Work with the Income & Engagement Assistant to ensure efficient supporter care processes, timely response to inbound queries, and a first-class experience of supporter care.
* Work with the Database Officer to ensure accurate and timely data transfer between third party platforms/agencies and the War on Want database.
* Work with the Database Officer to enhance the reporting functionality of War on Want’s database.

Internal collaboration

* Actively contribute to team/organisational planning and strategy sessions – e.g. away days, quarterly engagement reviews, and weekly supporter engagement stand-ups.
* Work with colleagues in the campaigns and programmes team to develop War on Want activities into compelling fundraising propositions.
* Work with colleagues from other teams to ensure fundraising activities are aligned with War on Want’s mission, vision, brand, and style guide.
* Work in with colleagues from other teams to ensure fundraising campaigns compliment the wider communications calendar and enhance overall organisational messaging.
* Actively support the planning and implementation of external War on Want events as required to ensure new and existing supporter relationships are enhanced.

Working with external agencies

* Manage and enhance relationships with partner fundraising agencies in relation to campaign responsibilities (e.g. telemarketing agencies, digital specialists, direct mail print and fulfilment partners)
* Manage and enhance relationships with payment provider agencies as required (e.g. direct debit provides, one-off gift payment providers, CAF)
* Commission, brief, and manage freelance fundraising and engagement specialists as required to develop assets and optimise campaign tactics.

General

* Ensure compliance with all relevant regulations and fundraising best practice across areas of responsibility.
* Stay up to date with individual giving, supporter engagement, and digital trends in relation to responsibilities.
* Travel within the UK (and occasionally overseas) as required, with occasional out-of-hours work (for which time off in lieu will be granted).
* Represent War on Want at external meetings and events as required.
* Other duties as required by the Director of Income & Engagement, and commensurate with the post.

PERSON SPECIFICATION

Essential

* Strong understanding and commitment to the aims, values and objectives of War on Want.
* Significant proven experience managing individual giving fundraising campaigns across a range of offline and digital channels. This could have been gained working in-house at a charity or working for a fundraising agency or similar.
* Demonstrable experience of meeting fundraising targets and developing individual giving or digital income streams.
* Experience of a broad channel mix for regular giving and one-off gift campaigns – covering at least three of direct mail, telephone, email, and paid social media campaigns.
* Practical knowledge of direct marketing best practice and the Fundraising Regulator’s Code
* Excellent copywriting, written and oral communication skills with the ability to translate data to insight and communicate this with various stakeholders.
* Ability to build strong working relationships and excellent proactive interpersonal skills.
* Highly self-motivated, with strong time management and organisational skills, the ability to meet deadlines and work on own initiative
* Experience of supporter databases, preferably Salesforce.
* Experience of email, campaign tools, and online giving platforms, preferably Engaging Networks.
* Positive ‘can-do’ attitude thrives on challenges and is calm under pressure.

Desirable

* Proven experience developing fundraising and/or supporter engagement strategies.
* Proven experience and/or understanding of managing and producing budgets for fundraising programmes.
* Proven hands-on experience of email platforms, ideally Engaging Networks
* Proven hands-on experience of organic and paid social media campaigns, ideally Meta Business Suite.
* Proven experience of managing external consultants and agencies
* Proven experience of developing a Gifts in Wills programme and/or understanding of legacy giving strategies.