

Trussell Trust Role Profile:  
**Head of Supporter Retention & Development**



<b>Directorate:</b>	Public Engagement
<b>Responsible to:</b>	Director of Public Engagement
<b>Responsible for:</b>	Senior Supporter Care & Database Manager, Supporter Care Manager, Supporter Care Assistants x 3, Supporter Data & Insight Manager, Supporter Journeys Manager, Supporter Journeys Assistants x 2
<b>Salary:</b>	c. £48,000
<b>Hours</b>	Full-time (37.5 hours per week)
<b>Based:</b>	Flexible, within the UK

**Role outline**

To define, plan and support delivery of an excellent Trussell Trust supporter experience, across all touchpoints. The Head develops and implements a plan, systems and processes to retain and develop our supporters, deepening their relationship with TT and maximising mutual value. This will include maximising income from our supporters and achieving fundraising targets (as well as other supporter journey metrics). Leading a team of people passionate about delivering an excellent supporter experience, the role will work with colleagues across the organisation to design and deliver supporter journeys (ensuring that the necessary systems and processes are in place). The Head will play a key role in conveying our brand values and Changing Minds narrative to our supporters, building their will to take action to end the need for food banks in the UK.

**Key Responsibilities:**

- Adopt and champion an audience-focused organisational approach
- Define the Trussell Trust supporter experience and lead on its consistent implementation across all touchpoints
- Develop and deliver a plan to retain our supporters including a mix of acknowledgement, stewardship, information sharing and calls to action
- Working with Head of Supporter Engagement and Insight, develop a range of activities for offer to supporters to deepen their commitment and maximise LTV e.g. campaigning, donating, volunteering, fundraising and taking part in events
- Develop and implement effective supporter journeys for all supporter segments
- Ensure that the appropriate systems and processes are in place to retain and develop our supporters effectively and that data is capture and managed well and in line with legislation
- Lead on the achievement of a 360 supporter view, on behalf of the PE team
- Provide leadership, direction, support and line management to the Supporter Retention and Development team.
- Work with Head of Strategic Communications and Head of Brand + Marketing to build the Trussell Trust brand and the Changing Minds narrative and ensure that these are consistently communicated through all channels
- Achieve/surpass fundraising budgets and KPIs
- Establish supporter journey metrics and KPIs and lead team to achieve/surpass
- Support the implementation of the technical solution to achieve a 360 supporter view
- Ensure effective data capture and sharing protocols across the communications team
- Develop a culture of innovation, resourcefulness and best practice to make the best use of time and skills in the team.
- Promote collaborative working across the team and with other teams across the Trussell Trust
- Any other reasonable duties as specified by your line manager or members of the executive team to support the work of the Trust.

*The Trussell Trust is a charity founded on Christian principles which works to combat hunger and poverty in the UK. We all subscribe to the same values and hope that new team members will too, irrespective of belief or background.*

## Person Specification

Requirement	Measures of success (Key Performance Indicators)
Outstanding communicator	Demonstrates outstanding written and verbal communication skills. Understands how to tailor communication for different audiences and circumstances.
Strategic thinker	Track record of creation and delivery of supporter/customer strategies. Understanding of the tactical communications and practical elements that must come together for such a strategy to achieve its objectives.
Ability to lead and influence	Track record of leading change and/or influencing other to work differently and to new ways of working
Direct response marketing expertise	Extensive experience of developing and implementing successful, step change programmes of direct response marketing
Excellent planning skills	Strong experience of devising plans to achieve growth and to achieve agreed results. Can demonstrate a track record of successfully involving others in this process
Outstanding track record of supporter/customer retention and development planning and implementation	Demonstrates a very strong understanding of the processes involved in supporter retention and has a track record of implementing these successfully
Fundraising communications expertise	Has significant experience leading and working with fundraising teams to achieve targets
Demonstrable audience/supporter orientation and experience of developing and delivering an excellent supporter experience	Articulates the importance and value of supporter experience and can describe the process of development and implementation. Ideally has experience of doing this
Management experience	An experienced manager, with a very strong track record of managing teams to perform well and of managing external agencies and suppliers effectively
Knowledge and experience of how to capture, use and share data to manage relationships and maximise value. Understands the principle of 'one supporter view' and how to achieve it	Outstanding experience of using and managing data and supporter insight to plan and to achieve results.
Knowledge and experience of using CRM systems to manage relationships and maximise value	Has extensive experience of using a CRM system to achieve end goals. Ideally has some experience of working with technical colleagues to develop CRM capacity.
Excellent budgeting skills	Track record of sound budgeting and of working within budget and budget management
A strong sense of responsibility and meticulous about timely compliance with regulations and requirements.	Demonstrates a good understanding of the principles underlying the fundraising code of practice, Charity

	<p>Commission regulations, GDPR, other applicable legislation and best practice.</p> <p>Able to identify situations where any risk of not complying with/adhering to those may arise.</p>
<p>Work through challenges in positive and effective ways</p> <p>Clear understanding of the need to maintain confidentiality</p> <p>Passionate about the work of the Trussell Trust and is sympathetic to its values and ethos</p>	<p>Demonstrates resilience, resourcefulness, flexibility and perseverance</p> <p>Demonstrates personal integrity and commitment to the values of the Trust</p> <p>Demonstrates empathy for people from disadvantaged, marginalised or socially-excluded backgrounds</p> <p>Able to represent the Trust and its values effectively</p>
<p>Commitment to occasional need to work outside of normal working hours and to travel throughout the UK.</p>	<p>Willing to be available for work related travel.</p>