



Director of Supporter Marketing & Engagement



Welcome

Thank you for your interest in becoming our Director of Supporter Marketing and Engagement.

The British Red Cross helps people in crisis, whoever and wherever they are. We are part of a global voluntary network, responding to conflicts, natural disasters and individual emergencies. We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives. Within the UK, the British Red Cross operates through about 3500 staff and over 20,000 volunteers.



The way we enable our supporters to connect with our mission and work is changing. A combination of increasing competition, new regulation, new opportunities from technology and higher consumer expectations means we need to adapt. Our approach needs to be based on offering a great experience that inspires supporters to connect with us at different stages of their life in different ways – they may give money or time or advocate on our behalf – and as our new Director of Supporter Marketing and Engagement, you will play a central role in delivering this changed way of working.

This is a significant and strategic role within the British Red Cross that offers substantial scope to impact on our work. We need an experienced leader and analytical thinker who can bring fresh thinking to our supporter journey, deepening our insight into what motivates them and inspiring a committed and substantial team through a period of transformational change. You may currently be operating in the charity or private sector but, regardless of background, you will bring an outstanding track record in consumer marketing and strategies for growth, with the ability to communicate and influence across a large and complex organisation and operate in a context that is both responding to crisis and seeking to affect longer term change.

We believe this is an outstanding opportunity to lead a team whose work will help transform the lives of millions of people in crisis around the world. We want our supporters to know that there is something every single one of them can do to help – and that we are here to channel their kindness where it can have the most impact. If you think you have the personal commitment, passion and experience to help us do this, I look forward to hearing from you.

Paul Amadi,
Chief Supporter Officer



About the British Red Cross

What we do

We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives.

We are part of the global Red Cross and Red Crescent humanitarian network.

Our values and principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its fundamental principles: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

You can find out more about the British Red Cross by visiting www.redcross.org.uk

Directorate overview

The role of Director of Supporter Marketing and Engagement sits on the Management Team of the Fundraising and Supporter Engagement (FRSE) directorate. The directorate works to develop new and effective ways of connecting our supporters with our cause, enabling them to give money time or voice so that we can deliver our humanitarian purpose. The directorate is a national one and is made up of the core teams, Individual Giving, High Value Giving and Events, Community Fundraising, Retail and Fundraising Strategy.

Role title	Director of Supporter Marketing and Engagement
Accountable to	Chief Supporter Officer
Role purpose	<p>To devise and implement a strategy to achieve personalised relationships with our national base of individual supporters in order to maximise their total lifetime value, generating voluntary income and supporter action.</p> <p>To turn high level supporter strategies and journeys into tactical plans and activities that engage the national supporter base in a wide range of activity (including fundraising, volunteering and campaigning).</p>
Reach and impact	Responsible for the FRSE directorate's two largest incomes streams (Individual Giving and Legacies), and overseeing millions of contacts across the UK population using a range of mass engagement and marketing techniques.
Direct reports	5
Indirect reports	60+
Budgetary responsibility expenditure/ accountability	£25m+ expenditure £100m + income

Key responsibilities and outputs

Strategy and Delivery

- To lead the development and delivery of a supporter engagement plan that supports and enables the broader Fundraising and Supporter Engagement strategy and positively reinforces our brand values.
- To work closely with the Directors of Brand and Marketing and Volunteer Mobilisation and wider FRSE Directors (particularly the Director of Fundraising Strategy) to ensure that the supporter engagement plan is co-created, coherent and integrated with the British Red Cross's wider corporate strategy.
- To agree clear KPIs for the support engagement strategy with the wider FRSE management team to ensure immediate priorities are met as well as the longer-term vision for the Directorate.
- To monitor and report on progress against the plan and the budget and adapt where necessary to respond to and reflect changing circumstances and identified risks.

Strategy and Delivery cont...

- To gather, share and draw on robust audience understanding and analysis of supporter behaviour to enable development and integration of our offers to maximise the value of our supporter base.
- To ensure that the resources required to deliver the agreed strategy are identified and in line with budget.
- To brief internal teams, external agencies and other relevant suppliers (as required) to deliver the supporter journey programmes.

Innovation and Development

- To work with FRSE Management Team in developing and achieving a strong innovation culture within the Directorate – ensuring that the supporter journey experiences are powerful and generate continuing and deepening relationships with the British Red Cross.
- To ensure that new products are developed based on clear audience analysis and supporter insight.
- To keep abreast of market-leading supporter and customer engagement trends and issues, particularly in relation to strategies, techniques, opportunities and risks relevant to national supporter engagement.
- To establish the British Red Cross as recognised best in class within the sector.

Leadership and Management

- To recruit, lead, develop and motivate staff to perform at the highest level possible, including those remotely based, ensuring that all work is of the highest standards, consistent with the organisation brand and key messages.
- To role model these values and behaviours and challenge any behaviour not in line with this.
- To ensure all resources involving staff are managed in accordance with the British Red Cross policies and procedures.
- To ensure that all staff are kept informed of relevant organisational plans and updates on development.
- To embrace a culture where ideas and comments from the team are communicated and actioned appropriately.

Internal and External Advocacy

- To deputise for the Chief Supporter Officer as required, internally and externally
- To act as an ambassador for the British Red Cross in inspiring others to find out more about our work and join our movement.
- To uphold the fundamental principles of the British Red Cross acting with integrity and in accordance with the organisation's values – inclusive, compassionate, courageous and dynamic.



Person specification

In your application for this appointment, please reply directly to the Knowledge and Experience criteria outlined below. The criteria set out under Skills and Leadership Style and Behaviours will be explored at interview with selected candidates.

Knowledge and Experience

- An experienced leader and manager with a successful track record in leading the development and implementation of a significant supporter or consumer engagement strategy for growth.
- Expert knowledge of regulatory requirements relating to customer/supporter engagement and/or marketing in a charity environment.
- Substantial direct response and engagement experience gained in an organisation of comparable complexity, with a clear track record of delivering successful audience-focused communication programmes across a broad mix of marketing media
- Excellent and applied knowledge of risk taking and risk management in the context of engaging national supporters/customers
- Experience of managing substantial budgets and resources, and of providing a high standard of reporting to the organisation about business performance

Desirable

- Proven experience of developing compliance and best practice policies and procedures including monitoring and evaluation.

Skills and leadership style

- Outstanding consumer marketing skills
- Proven strategy development, project management and planning skills
- Outstanding leadership skills and acumen, including the ability to challenge, motivate and inspire managers staff and volunteers
- Strong marketing analysis skills
- Ability to operate effectively at all levels across the organisation, with proven influence and persuasion skills at board level

Behaviours

- **Embracing and leading change** - actively promotes and delivers significant change
- **Working collaboratively** - creates and maintains a diverse range of long standing, strategic mutually beneficial partnerships
- **Communicating and Influencing** - influences others not by way of authority and compliance (obedience), but by appealing to their motivations and desires (persuasion) to achieve mutual gains
- **Leading and engaging** - leads by example by holding themselves and others to account for ensuring the British Red Cross delivers results by providing inspiration, energy and encouragement and by living the British Red Cross values and fundamental principles
- **Developing yourself and others** - acts as a role model for a 'learning organisation' culture by using problems as opportunities to learn
- **Solution Focussed** - makes/executes effective plans to generate exceptional results

Diversity

The British Red Cross is committed to being an inclusive employer with a diverse workforce. They encourage applications from people from the widest possible diversity of backgrounds, cultures and experiences – including disabled and ethnic minority candidates. This is to contribute to the breadth of experience they need to respond to people in crisis. You can read more about their commitment to diversity on their website.

They guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.

Terms of Appointment

Salary	This role attracts a competitive package. Starting salary will be dependent on experience.
Location	44 Moorfields, London, EC2Y 9AL
Pension	Contributory pension scheme (employer contribution up to 6%)
Annual leave	28 days annual leave plus bank holidays with the option to buy up to 5 days additional annual leave days additional annual leave

The British Red Cross also offers a wide range of additional benefits including:

- Flexible working arrangements
- Family friendly policies including enhanced maternity/adoption and shared parental leave and enhanced sickness absence benefits
- Childcare vouchers
- On-line discount platform

All applicants must have a right to work in the UK.

How to Apply

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Katy.Giddens@starfishsearch.com and we will be happy to arrange a call.

To make an application, please provide by email to Katy.Giddens@starfishsearch.com

- your CV (no more than three sides)
- a supporting statement that sets out why you think this role is the right move for you and how you meet the Knowledge and Experience criteria
- we would be grateful if you would also tell us your current salary details (we do not disclose this to our clients without your consent)
- given the approaching summer period, we would be grateful if you can advise us if you plan to be away during the recruitment timeline outlined below

We would also be grateful if you would also complete the Equality and Diversity monitoring form provided. This form is for monitoring purposes only and is not treated as part of your application; you can email the form back to us when you apply and our team will collect it.

Closing date	Monday 22nd July 2019
First round interviews	w/c 29th July and early w/c 5th August 2019
Agreement of the final shortlist	End of w/c 5th August 2019
References taken up for shortlisted candidates	To follow shortlist
Interviews with the British Red Cross	w/c 2nd September 2019

