



JOB TITLE	Supporter Acquisition Manager
TEAM	Individual Giving
DEPARTMENT	Fundraising
REPORTS TO	Head of Individual Giving
RESPONSIBLE FOR	Direct Marketing Co-ordinators
SCALE	D
HOURS PER WEEK	35 hours (flexible working considered)

OVERALL PURPOSE OF THE JOB

The role of the Supporter Acquisition Manager is to develop, grow and manage AIUK's supporter recruitment programme, by recruiting supporters who yield the optimum return on investment and developing and implementing effective welcome strategies for all new supporters within their first 12 months of joining to achieve our retention and income targets.

MAIN RESPONSIBILITIES

- 1. Supporter Acquisition Management**
 - 1.1 Design and implement strategies for meeting supporter acquisition growth targets, and monitor and report on achievement. To take an entrepreneurial approach to developing new and innovative approaches when appropriate.
 - 1.2 Lead specific team projects relating to supporter acquisition as directed by the Head of Individual Giving.
 - 1.3 Lead and support projects across multiple fundraising products and using a range of channels including face-to-face; press; SMS; digital and telemarketing;
 - 1.4 Jointly accountable with the Supporter Development and Retention Manager for the delivery of a quality inclusive and accessible supporter journey experience for AIUKs supporters and prospects, demonstrated through increased retention rates, lifetime value (LTV) and overall return on investment (ROI).
 - 1.5 Work closely with the Database Marketing Team to ensure data analysis is at the heart of the team's work and a shared understanding of supporter audiences is nurtured and developed into clearly targeted and focused communications and fundraising approaches.

- 1.6 Implement regular programmes of testing to develop new approaches and build on learning of acquisition initiatives, and test and develop these approaches in order to build average value, retention, join rates and actions taken where appropriate
- 1.7 Maximise opportunities for tax efficient giving through all channels.
- 1.8 Work with the Digital Team to ensure supporter journeys are maximised in e-communications across all segments of AIUK data.
- 1.9 Work alongside other AIUK teams to correctly target fundraising and supporter communications, in order to create the most effective communications mix for each audience.
- 1.11 Ensure all acquisition and Year 1 fundraising activity is compliant with sector regulations and that team policies and procedures follow best practice across all channels

2. Strategy and Leadership

- 2.1 Contribute to the development of annual fundraising and communication plans and budgets, working with key stakeholders to ensure they are integrated to meet departmental strategic objectives and feed into the wider strategic aims of AIUK
- 2.2 To contribute to the leadership of the Individual Giving team, through collegiate and inclusive participation; close working and communication with other team managers and to support them in achieving their goals.

3. Resource Management

- 3.1 Lead, manage, coach and motivate the project teams working on supporter acquisition and first year welcome projects, driving efficiency and innovation to deliver plans, and support of wider organisational goals.
- 3.2 Be accountable for the management and monitoring of income, expenditure and KPIs; including detailed monthly reporting and forecasting as required by AIUK's financial monitoring processes and as required by the Head of Individual Giving.
- 3.3 To manage the health and safety of staff and volunteers, including conducting risk assessments as appropriate, and ensuring they have access to, and participate in, appropriate instruction, training and supervision.

4. External Relationships

- 4.1 To manage relationships with external partners and suppliers including creative agencies and suppliers to ensure quality and value for money.
- 4.2 To represent, and act as advocate for, AIUK at relevant forums and organisations and ensure the organisation's values and aims are effectively communicated and represented

5. Other

- 5.1 To take responsibility for their own health, safety and welfare, comply with AIUK H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.
- 5.2 To deliver all aspects of this job description in accordance with AIUK's Equality and Diversity Policy.
- 5.3 To undertake any relevant duties or projects delegated by the line manager which are in line with the responsibilities of the post.

PERSON SPECIFICATION Supporter Acquisition Manager	
ESSENTIAL CRITERIA	
Experience	Significant experience of leading and delivering successful supporter/customer acquisition programmes across multiple marketing channels.
	A demonstrable track record in developing innovative tests from scratch for both new acquisition products and platforms.
	Experience in working cross departmentally to develop and cost out new innovative acquisition tests, working with key stakeholders to build a robust business model.
	Experience of managing multiple projects and diverse project teams
	Experience of strategic planning within a marketing context
	Experience of managing substantial budgets (over £1m) effectively
Skills and Knowledge	Ability to develop and implement innovative and creative solutions to problems
	Ability to think, plan and work strategically
	Good understanding of integrated media planning and buying
	Excellent understanding of database marketing; analysis and segmentation
	Ability to absorb, analyse and interpret data and numerical information and present in a meaningful way to different audiences
	Good planning and project management skills
	Excellent interpersonal and communication skills; including writing and presentation of reports
	Excellent influencing and negotiating skills
	Proven ability to lead, motivate and manage a team and deliver results
	Ability to respond rapidly and flexibly to create and seize opportunities and respond to changing priorities
	Ability to maintain excellent relationships across functional and team boundaries, and with external partners and suppliers
	Excellent attention to detail and accuracy
Amnesty's aims and objectives	Understanding of and commitment to the aims and objectives of Amnesty International
Equal Opportunities	Understanding of and commitment to equality and diversity
DESIRABLE	
Qualification	Relevant marketing or fundraising qualification
	A good understanding of data protection legislation, sector regulation and best practice
Skills and Knowledge	Understanding of tax efficient giving/Gift Aid
Experience	Experience of working in the not for profit or charity sector or in a membership organisation