



## JOB PROFILE

**Job Title:** Head of Supporter Experience  
**Salary:** Band C - £60,000+  
**Contract:** Full Time- Permanent  
**Hours:** 35  
**Reporting to:** Director of Operations  
**Location:** London (Office based)  
**Direct Reports:** 2

### Main purpose of position

Reporting to the Director of Operations this role will be responsible for leading the Supporter Experience team and will develop and implement a strategy for delivering exceptional supporter experiences that drive engagement and lifetime value from all of Children with Cancer UK supporters.

This post will embed an insight-led, supporter-driven and evidence-based approach to communication with both potential and existing supporters, including in the development of new offers, products and propositions for our supporter audience.

This role will have a mandate to shape and deliver an unrivalled supporter experience, and develop best practice that will leave a lasting impression with supporters as well external and internal stakeholders. It will lead a team which will create supporter journeys and experiences based on supporter insight which will drive longer term value and will inspire the organisation to have supporters top of mind, bringing the voice of the supporter into all decisions.

### Our Vision

Our vision is of a world where no child dies of cancer.

Since we were inaugurated in 1988, we have been dedicated to fighting the injustice of cancer in children. We raise and invest money for vital specialist research to save the life of every child with cancer and keep their family together.

By liberating visionary researchers and accelerating breakthroughs we have helped to drive childhood cancer survival rates up from 63.7% in 1990 to a predicted 84%\* in 2017.

We also support families whose lives have been turned upside down by:

- helping to fund the building of free patient and family homes near hospitals around the UK;
- supporting charities offering financial assistance to families during treatment;
- giving children and families unforgettable days out – creating memories that can never be lost.

\* Survival rates are based on 5 year survival. The 84% figure for 2017 is an estimated figure by the Office of National Statistics, exact figures will be known in 2023.

Children with Cancer UK (the Charity) is the leading national children's charity dedicated to the fight against childhood cancer. Our aims are to determine the causes, find cures, improve treatments and provide care for children with cancer.

## **KEY RESPONSIBILITIES**

### **Create and lead an unrivalled and continually improving supporter experience**

- Develop and implement Supporter Experience Values that underpin the Supporter Journey of the Charity's supporters, developing the supporter's charter
- Use insight about the supporters needs and motivations to inform the development of supporter stewardship and engagement strategies and measure supporter experience
- Develop and manage the journeys of high value supporters between different departments
- Develop our supporter plans and journey frameworks, collaborating with fundraising and marketing teams alongside database records and supporter insight tools. This will include prioritisation of contact management plans that ensure we contact supporters at the right time and in the right way, through multiple channels and across fundraising teams
- Promote a culture of putting supporters at the heart and of delivering great supporter experiences
- Champion opportunities to consistently Improve the Quality of the Charity's Supporter Experience
- Understand and promote the importance of supporter experience within the Charity's business plan, continually identifying and delivering service improvement opportunities to improve the quality of the supporter experience across the Charity
- Influence senior stakeholders, staff and volunteers to support and deliver proposed improvements via the appropriate channels and processes
- Research and deliver change initiatives identified internally or from external good practice to support an enhanced supporter experience at all supporter touch points
- Support new technology projects, by defining business needs to support better supporter experience
- Manage the supporter experience service to drive measureable improvements in the quality of existing services, and develop and test new models of service delivery
- Support the Charity's employees to increase the charity's responsiveness to supporters needs, providing analytical support to teams across the organisation
- Manage tendering processes and agreement of contract with any external agencies commissioned to conduct insight or service development work

### **Develop and analyse supporter insight tools**

- Maximise the potential of the organisations supporter database to create and communicate strategic insights, internal data and evidence, to generate clear and actionable insight reporting in an engaging and accessible way to teams across the organisation, to improve supporter engagement and income generation
- Advise fundraising teams on supporter selection and targeting, proposition, and products for specific supporter campaigns and journeys. Prepare, review and contribute to targeting, data and creative briefs

- Contribute to the identification and development of new products and propositions needs, drawing on supporter insight and analysis to look where gaps in experience could be filled by new propositions
- Evaluate and monitor successes and response rates to asks, pitches, campaigns and proposals – informing and driving strategies for more successful fundraising for the fundraising team
- Lead on the continual improvement of how database records and supporter data is used, in line with data protection regulations, and make better use of its insight for reporting, informing and developing supporters experience strategies
- Research and implement relevant scoring tools/quality management systems to measure supporter improvements over time
- Collate and analyse customer expressions of dissatisfaction and complaints and ensure that these decrease across the organisation over time
- Present data, recommendations to stakeholders to gain commitment and implement measurable supporter experience
- Ensure learning, insight and analysis about effective supporter journeys and experience is shared across the organisation, and is used in journey decisions, targeting and creative choices, in order to increase supporter value and voice.
- Monitor supporter metrics and highlight opportunities, risks or need for change of strategy or execution to improve supporter experience

#### **Develop world class supporter Stewardship and Engagement**

- Proactively drive the development and planning of overarching donor stewardship and engagement strategies for fundraising
- Continually review and evolve the collection of processes the Charity uses to track, oversee and organise every interaction between the customer and the Charity throughout the lifecycle, liaise with relevant managers to champion change and lead prioritised service delivery improvements
- Develop capability and motivate Ambassadors to support the delivery of projects
- Facilitate Supporter Experience focus groups with supporters, volunteers and staff
- Work across teams to continually eliminate unnecessary processes and continually implement new ways to enhance the Charity's Supporter Experience
- Develop and implement a number of cross-organisational projects to improve supporters' experience. This will include reviewing experience within particular customer segments, creating and managing plans for change across teams.
- Promote supporter insight and the supporter's voice across the organisation and influence decisions so that the supporter experience is relevant, compelling and two-way and meets our aims
- Produce and implement the practical steps necessary to improve service quality in response to supporter insight or operational feedback.
- Initiate and manage cross-team projects to successfully deliver service development work
- Identify key internal and external stakeholders as each project, campaign, ask etc... develops, and work creatively and collaboratively to harness their knowledge and enthusiasm

**PERSON SPECIFICATION**

**Experience and Skills**

Criteria	Essential	Desirable	How Assessed
Skills / Ability	<ul style="list-style-type: none"> <li>• Proven experience of designing and delivering supporter journeys in a consumer/mass customer facing environment for large customer/supporter bases</li> <li>• Proven ability to review and draw evidence-based conclusions from supporter and campaign data</li> <li>• Ability to work collaboratively and influence effectively across organisational boundaries to achieve goals</li> <li>• Able to work effectively with multiple, divergent stakeholder interests</li> <li>• Strong ethos of continuous learning</li> <li>• Experience in leading project management and delivery</li> <li>• Knowledge of project management principles, methods, techniques, tools and emerging trends</li> <li>• Experience of leading, managing and motivating others and driving change.</li> <li>• Demonstrate strong analytical skills and be able to translate the needs of the end user into a comprehensive and understandable requirements specification</li> <li>• Experience of developing, managing and reporting on SLA based services</li> <li>• Ability to put yourself in the customer's shoes and</li> </ul>	<ul style="list-style-type: none"> <li>• Proven success in bringing about change in teams not directly controlled</li> <li>• Experience in Business Information consultation</li> <li>• Excellent judgement and analysis with the ability to broker solutions to complex problems</li> </ul>	Application and interview

	<p>never lose sight of how end users think.</p> <ul style="list-style-type: none"> <li>• Excellent communication skills, ability to communicate complex ideas simply and to engage with a wide range of stakeholders</li> <li>• Creativity and imagination in seeing new approaches, painting the vision, overcoming obstacles and showing that ambitious goals can be achieved.</li> </ul>		
Knowledge	<ul style="list-style-type: none"> <li>• Significant experience within a team with responsibilities equivalent in focus to this role. This is likely to mean a direct marketing or customer relationship management team tasked with retaining and increasing value and engagement levels with customers.</li> <li>• Experience of analysing and interpreting supporter or customer data to drive optimisation and profitability.</li> <li>• Experience of managing teams including recruitment, management, support and evaluation of staff.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working with campaign management software</li> <li>• Knowledge of data protection legislation, codes of practice and regulatory frameworks relevant</li> </ul>	Application and interview
Qualifications	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent level of experience</li> </ul>		Application
Disposition / Personal qualities	<ul style="list-style-type: none"> <li>• Able to work independently under your own initiative as well able to maintain your own personal development in this area, in keeping up with service management innovations.</li> <li>• Able to persuade, challenge and influence when needed</li> <li>• Adaptable and flexible</li> <li>• Service and Goal oriented</li> </ul>		Interview

	<ul style="list-style-type: none"><li>• Attentive to detail</li><li>• Self-motivated</li><li>• Responsible patient and trustworthy</li><li>• Good people skills</li><li>• 'Can do' attitude, bright, energetic and having a sense of humour!</li></ul>		
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This job description outlines the current main responsibilities of the post. However the duties of the post may change and develop over time and this job description may, therefore be amended in consultation with the post holder.