



Job Description

Supporter Journey Analyst

Grade: 8

Directorate: Fundraising, Marketing and Communications

Location: Hybrid working, with one of our UK WWT Wetland Centres as base location.

Reporting to: Supporter Journey Manager

Main function of post: The Supporter Journey Analyst is an exciting role working with the Supporter Journey Manager to develop relevant and engaging communication journeys that not only delight supporters but also build and nurture long-term relationships. You will collaborate with teams from across the organisation to map and analyse the journey, recommending improvements aligned with business objectives, with the goal of creating a positive and seamless supporter experience. As a champion of supporter journeys, you'll be instrumental in delivering an excellent supporter experience and supporter care across WWT.

Supervisory responsibilities: External agencies as required.

Responsibilities of the post

1. Collaborate with the Supporter Journey Manager and colleagues to develop and deliver creative and inspiring journeys to meet income and engagement targets, for a range of supporters – from WWT Members to Legacy Pledgers.
2. Champion the supporter-first and data-driven approach across the organisation by developing visual journey maps to improve the supporter experience. Co-lead internal mapping workshops.
3. Work with colleagues across the UK at wetland sites to maximise opt ins for further communication and relationship building.
4. Work with Data and Digital teams to analyse the supporter experience and recommend improvements to supporter communications and business processes. Test and monitor stages of the supporter journey and optimise where appropriate.
5. Stay updated with the latest trends and audience insights, identifying opportunities and making informed recommendations.

6. Develop an understanding of existing supporters and work to further understand their motivations and behaviours.
7. Maintain accurate supporter records in the database CRM.
8. Adhere to the WWT Data Protection policy, GDPR and Fundraising regulations.
9. Work within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.
10. Engage with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.

In addition to the duties and responsibilities listed, the postholder may be required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: March 2022

Amended: October 2024

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent, ideally in a business or marketing related discipline
- Current driving licence as the ability to travel to other locations is essential

2. Experience

Essential:

- Extensive experience in a business, marketing or communications role
- Proven ability to gather and analyse data, to recommend changes e.g. make efficiencies, solve problems, reduce costs
- Extensive experience in planning and evaluating projects
- Experience of inspiring a team or leading a workshop
- Meticulous attention to detail and high levels of accuracy
- Experience within CRM databases and reporting tools
- Proficient in Microsoft Office, particularly strong skills in Excel and Work, along with database management

Desirable:

- Experience of working in a charity, supporter care or fundraising role
- Experience of using Power BI
- Experience in process improvement/journey development and visual design/mapping

3. Managerial & Supervisory

Essential

- Ability to oversee the work of other staff and external agencies on an ad hoc basis

Type of staff	Number managed	Number supervised
Permanent Staff	N/A	N/A
Volunteers / Casual Workers	N/A	N/A

4. Responsibility

Essential:

- Project management, ensuring timely and budget-compliant delivery
- Independently organise and manage tasks, small projects, and conflicting priorities, to meet agreed targets effectively
- Understand and adhere to GDPR and fundraising regulations

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Expenditure (exc. Payroll)	£1,000
Income	N/A
Project Size (normally managed)	Small

5. Creative Ability

Essential:

- Excellent planning skills, effective prioritization, balancing deadlines and workloads
- Excellent analytical skills, high degree of accuracy and a keen eye for detail
- Creative data interpretation to drive developments and recommend improvements, to meet business objectives
- Experience in testing and optimisation
- Strong initiative and problem solving skills
- Customer/supporter centric thinking

Desirable:

- Understanding of supporter/customer care principles
- Knowledge of segmentation models, audience panels, and CRM systems to develop and maintain supporter/customer relationships

6. Contact

Essential:

- Confident liaising with colleagues across the organisation at all levels
- Strong teamwork abilities and the capability to build and maintain effective working relationships
- Confident and effective communication skills, both written and verbal
- Experience in briefing and managing projects with external agencies/suppliers
- Experience in liaising directly with supporters/customers

Desirable:

- Experience working with teams across different sites
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General Notes

This position will from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.

This position is a fixed term 18 month contract.