

# **Job Description**

Supporter Journey Executive

**Grade:** 8

**Hours per week:** 37.5 hours, Monday to Friday

**Directorate:** Fundraising, Marketing and Communications

**Location:** Hybrid working, with WWT Slimbridge or Martin Mere as base location.

**Reporting to:** Supporter Journey Manager

**Main function of post:** The Supporter Journey Executive is an exciting role working with the Supporter Journey Manager to develop relevant and engaging journeys that not only delight supporters but also build and nurture long-term relationships. You will collaborate with teams from across the organisation, to develop, deliver, monitor, and optimise journeys, to make sure every supporter feels valued and engaged, and that we maximise income and meet engagement targets. You will analyse what works and recommend new ways to make the experience even better, creating a seamless, inspiring journey for our supporters. As a champion of supporter journeys, you’ll be instrumental in delivering an excellent supporter experience and supporter care across WWT.

**Supervisory responsibilities:** Volunteers and external agencies as required.

## Responsibilities of the post

1. Collaborate with the Supporter Journey Manager and colleagues to design inspiring journeys for all supporter types, aiming to boost both income and engagement.
2. Champion the supporter journey approach across the organisation by developing visual journey maps to streamline and improve the supporter experience.
3. Co-lead internal workshops and training sessions to promote a supporter-centric approach, welcoming everyone and providing excellent supporter care, throughout WWT.
4. Work closely with FMC and Operations teams to improve data capture and consent for future contact.
5. Work with Data and Digital teams to analyse supporter journey performance and recommend exciting improvements to the supporter experience.
6. Stay updated with the latest trends and audience insights, identifying opportunities and making informed recommendations.
7. Develop an understanding of existing supporters and work to further understand their motivations and behaviours.
8. Maintain accurate supporter records in the database.
9. Adhere to the WWT Data Protection policy, GDPR and Fundraising regulations.
10. Interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.
11. Work alongside volunteers encouraging, developing and supporting them in their work for WWT, ensuring that they have a positive volunteering experience.
12. 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.
13. 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: September 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 marketing or communications role
* Proven ability to use insight to guide supporter/customer focused communications
* Strong understanding of planning, delivering, monitoring and optimising supporter/customer journeys
* Excellent project management, with a track record of delivering within budget and on time
* Experience of workshop/event/training planning and delivery
* Meticulous attention to detail and high levels of accuracy
* Experience within CRM databases and reporting tools
* Experience of producing
* 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

### 3. Managerial & Supervisory

#### Essential

* Ability to oversee the work of other staff and volunteers on an ad hoc basis

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| --- | --- | --- |
| **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
* Experience in testing and optimisation
* Strong initiative and problem solving skills Customer/supporter centric thinking

#### Desirable:

* Experience in process improvement/journey development and visual design/mapping 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

## 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.