

Job Description

Supporter Acquisition & Engagement Manager (Community & Events)

It's unacceptable that more than half of people diagnosed with pancreatic cancer die within 3 months. Survival rates have improved enormously for most cancers, yet for pancreatic cancer, this is not the case. And, with treatment and care affected by the pandemic, the situation has only got worse.

Pancreatic Cancer UK is a national charity dedicated to taking on this injustice using every possible means. We're supporting people with pancreatic cancer now, campaigning, and funding vital research to transform the future.

The Role & Background:

We're about to enter a new phase at Pancreatic Cancer UK with the launch of an exciting 5-year fundraising strategy. Although we are a small organisation, we have big ambitions to raise significant income to transform the future for all those affected by pancreatic cancer – community and event fundraising will play a crucial role in this.

We are looking for a confident, experienced and proactive community fundraising manager who will lead on developing and delivering our strategy, and in turn will play a key role in changing the shocking statistics surrounding pancreatic cancer.

Your focus will be on driving the community fundraising pipeline forward to grow income and improve the programmes net over the next 5 years. You'll work closely with the Senior Manager to ensure a robust strategy is created and embedded.

You'll manage two senior officers to deliver new and existing insight-led fundraising products including virtual fundraisers, and our flagship fundraisers - The Big Step Forward (which is currently a virtual event, being taken to a hybrid model in 2023) and our yearly fundraiser around Pancreatic Cancer Awareness Month. This is an exciting time as you will have the opportunity to put your own stamp on our community programme by growing our current portfolio, building our regional programme which has much potential, and supporting the team to create engaging multichannel communications to our audiences with the aim to improve retention and increase acquisition.

The role will work collaboratively with our other Supporter Acquisition & Engagement Manager (Community and Events) whose main focus is on our sporting events programme and events team. The team structure has been set up in this way to ensure flexibly and to allow us to be adaptable to the evolving market and our programmes. The roles and teams will work in partnership with one another, prioritising and sharing resource, sharing insights and learnings and ensuring work is not duplicated

The Supporter Acquisition & Engagement Manager (Community & Events) role sits within the Mass fundraising team which includes individual giving, legacies and supporter care. We are an ambitious and experienced team with one senior manager, two managers, four senior officers and an assistant within the community and event team.

Pancreatic Cancer UK is a great place to work where everyone feels part of the team. We're passionate about our cause, celebrate all our achievements together, and encourage a healthy work-life balance. We invest in learning and development, value the skills and experience of colleagues, and aim to give everyone the chance to shine.

If you're looking for a role where you can make a real impact and feel inspired by the prospect of joining us, we'd love to hear from you.

Main responsibilities:

1. Manage two Supporter Acquisition & Engagement Senior Officers
2. Develop and implement a sustainable, insight led community fundraising strategy with the aim to make this a multi-million pound income stream.
3. Report regularly to senior internal stakeholders on community income, expenditure and KPIs
4. Develop and implement insight led new community products using a test and learn approach.
5. Create robust, insight led and multichannel supporter journeys that maximise engagement, increase registrations, improve retention and cross sell into products across the mass fundraising team and wider organisation
6. Support the officers to project manage and deliver two flagship fundraisers, virtual fundraisers and our current community product offers.
7. Build strong internal stakeholder relationships with the wider fundraising team including Philanthropy and Partnerships as well as our Volunteering and Nations team to ensure the whole organisation understands our offers in community fundraising.
8. Manage and support our special event fundraisers.
9. Confidently work with external agencies, consultants and suppliers to get the best results
10. Write and provide constructive feedback to ensure compelling and engaging copy across supporter journeys and campaigns
11. Proactively monitor new trends and opportunities for community fundraising across the sector, to ensure our supporters are receiving the best possible experience
12. Approach all work with a test and learn attitude and consistently look for areas of improvement

Other responsibilities

- This role will be expected to attend some evening and weekend events (Time off in lieu (TOIL) will be granted).
- Manage and build effective working relationships with partner agencies and suppliers.
- Develop and maintain an understanding of the charity's work and the needs and circumstances of people affected by pancreatic cancer.
- Active involvement in the sector to ensure best practice.
- Ensure activities comply with Pancreatic Cancer UK brand guidelines.
- Ensure compliance, including application of the charity's Safeguarding policy, the FR Codes of Fundraising Practice, and HMRC and ICO guidelines.
- Undertake any other relevant duties and projects delegated by the Senior Acquisition & Engagement Manager, or Head of Mass Market Fundraising in line with the responsibilities of the post.

About you:

1. You will be a proactive team player
2. You will have previously worked in a community fundraising role with people management experience
3. You will be creative and motivated by insights and analysis to drive forward new ideas and initiatives, as well as being able to identify areas for improvement within our current activity.
4. Proven ability of developing and delivering a successful and sustainable community strategy.

This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service.

Person Specification

Skills, knowledge, experience & qualifications	
Essential	
1	Experience and understanding of the principles and practices of community fundraising, supporter relationship development, acquisition and retention.
2	Have previous line manager experience with a focus on staff development and coaching.
3	Proven ability of developing and delivering a successful and sustainable community strategy.
4	Proven ability of managing complex budgets and regularly reporting on income and expenditure to senior team members.
5	Proven ability of planning, implementing and evaluating fundraising products across a range of channels including print, digital and social media.
6	Excellent communication skills (verbal and written).
7	A confident decision maker with the ability to make evidence-based decisions in relation to organisational priorities.
8	Prioritising and decision-making skills; working to tight deadlines whilst working on multiple projects.
9	Competent user of Microsoft Office (Word, Excel, PowerPoint, Outlook).
Desirable	
1	Previous experience working in a health-based charity.
2	Knowledge of In Memory fundraising as this is one of the main reasons that supporters choose to support Pancreatic Cancer UK.
3	Previous use of Raiser's Edge NXT / another CRM.

Personal Qualities and other requirements

- Commitment to our vision, mission and values: Determined, Compassionate, Pioneering, With Integrity, and to learning and development
- Commitment to health and safety, data protection, equality and diversity and safeguarding compliance and best practice
- Understanding and acceptance of Pancreatic Cancer UK's policy on the use of animals in research which is in accordance with the AMRC
- It is essential you have to have the right to work in the UK at the time of application