

Job description and person specification

Please note this statement is for information only and does not form part of a contract. The responsibilities articulated are not exhaustive and we are committed to working practices that are flexible, collaborative and inclusive.

Job title	Supporter Journey Manager	Location	London office, Chesterfield office, homeworking
Contract type	Full time	Contract length	Permanent
Date	January 2022		

Context

We are Versus Arthritis. We are fundraisers, programme managers, volunteers, administrators, editors and accountants all doing everything we can to push back against arthritis. Together, we'll continue to develop breakthrough treatments, campaign relentlessly for arthritis to be seen as a priority and support each other whenever we need it. Together, we're making real progress. But there's still a long way to go, and we won't stop until no-one has to tolerate living with the pain, fatigue and isolation of arthritis.

We're the team that inspires people to give their money, their time and their voice to make a difference to people with arthritis. We will do this by:

- Promoting what the charity offers and the impact this makes.
- Getting people to buy into the impact and benefits of what the charity delivers.
- Asking people to make their own contribution.
- Valuing and stewarding all those who contribute so that their commitment and engagement with our charity feels great and deepens.

Everyone in Income and Engagement (I&E) has a role to:

- Inform, drive and support continuous improvement in our external engagement.
- Put learning, wellbeing, flexibility, contribution, collaboration and inclusion at the heart of our culture.
- Advocate for our brand.
- Understand our organisational vision and strategy, and their role in delivering it (i.e. through leadership and management, audience insight, engaging propositions, valuable relationships, technical skills, aligning our brand and culture).

Main purpose of the role

The team is responsible for growing the Versus Arthritis community and the contribution (money and voice) the community makes to improve the lives of people with arthritis. The team will deliver an integrated, audience-focused mass engagement programme to increase brand reach, drive service engagement, amplify our collective voice to drive change and grow donations across mass income streams.

This role will work as part of an integrated management team to establish a new approach to supporter journeys at Versus Arthritis. The post-holder will lead supporter and customer journey development across platforms and integrating our portfolio, to significantly grow our voluntary income and engagement of the wider community.

A varied role, interfacing with colleagues across the whole organisation as required to increase activation, loyalty and satisfaction by mapping the right message at the right time through the right channel. You will ensure we are using data-led insights, growing audience and segment insight and building this into journey planning, so our audiences can engage with us in ways that truly add value to their lives.

You will work particularly closely with colleagues in the Supporter Care team and the Marketing Performance Manager to ensure we have a consistent approach to supporter experience, consents and permissions, and manage our customer satisfaction survey and feedback to provide evidence for continuous improvement.

Your leadership in developing relevant, considered and inspiring touchpoints will deepen supporter relationships with Versus Arthritis, grow loyalty and generate long-term growth in our income. In consultation with colleagues in compliance, to ensure we have a consistent approach to legislation, supporting staff developing outward facing communications to better understand the application of GDPR.

Role purpose:

- To transform the approach of supporter and customer journeys at Versus Arthritis that creates a galvanised community built on shared values, increasing engagement, activation and loyalty at all touch points.
- To drive life term value through delivering integrated organisational journeys.
- To minimise lapsing audiences and increase positive engagements.
- To optimise in-product journeys across the organisation through consultancy and shared learning.
- To ensure the right tools and platforms are procured into the organisation to support effective journeys. To ensure inspiring and effective training is delivered to underpin delivery using these tools.
- To work closely with the Marketing Performance Manager to ensure data infrastructure is developed to deliver effective and automated supporter communications.
- To drive a culture of continuous learning.

- To work collaboratively with the head of department and Income and Engagement colleagues to create and embed a fundraising and engagement culture across the organisation.

Management and key relationships

Roles managed

None

Reports to

Head of Legacy Admin and Supporter Care

Key Relationships

- Income and Engagement teams
- Managers across the Charity
- Policy and Health Intelligence colleagues
- Service delivery colleagues
- Research colleagues
- Data, Assurance, Finance, HR, compliance and Performance
- External suppliers
- Versus Arthritis' supporter community
- Relevant external networks

Main Responsibilities and Duties

1

It's all about strategic development and delivery:

- Working with the Heads in Income & Engagement, and other relevant stakeholders, to deliver a multi-year experience and journey strategy, implementation plan and roadmap to increase engagement from our community and ensure an organisational approach to supporter journeys
- Being directly responsible for strategic planning related to supporter journeys at Versus Arthritis.
- Playing a key role in the review of CRM and other engagement solutions ensuring Versus Arthritis has the best platforms to deliver the new Income and Engagement Strategy.

2

It's about leading and managing:

- Leading organisational supporter journey mapping that ultimately increases the number of meaningful actions taken by our community, increasing engagements, retention and loyalty.
- Developing frameworks to support teams in their journey planning, delivery and evaluation, and acting as a consultancy for journeys and sign-off where appropriate.

3

It's about being audience informed, effective and integrated:

- Ensuring we are data-led, adhering to robust data processes and governance, championing data literacy across the team.
- Ensuring the whole organisation delivers inspiring measured audience-centric supporter journeys.
- Running workshops to teach methodology and develop processes and embed systems to deploy best practice.
- Ensuring consistency and tone of voice by internally training and owning the guidance to ensure that everyone's journeys are in the same style and tone of voice.

4

It's about strong financial and data management, monitoring and reporting:

- Setting and managing budgets – budgeting, reforecasting and managing against targets.
- Creating financial models to underpin business cases for investment.
- Ensuring all work complies with data protection policies and legal requirements including the Fundraising Code of Practice.

5

It's about implementing and delivery:

- Designing and delivering integrated supporter journeys that are audience focused.
- Being accountable for platform development and delivery to support the journey strategy and roadmap. Procuring and managing suppliers to deliver the solutions required.

Criminal Record Check

Requirement This role DOES NOT require a Criminal Record check

Person specification

Knowledge, skills and experience: key requirements

Requirement		Evaluation Stage
1	A proven track record in supporter experience/journey success.	Application
	Experience of using email marketing platforms, including Engaging Networks and Dot Digital, with a good understanding of data capture and quality.	Application/Interview
2	An exceptional planner and analytical thinker, data-led with demonstrable skills in developing business intelligence using quantitative and qualitative approaches.	Application/Interview
	Demonstrable experience of journey analysis across multiple platforms.	Application/Interview
3	Excellent communication, influencing and relationship-building skills. A champion of a supporter centric approach and a willingness to build robust relationships across the organisation.	Interview
	A calm, measured approach, paying attention to detail, with a determination to drive results through continuous learning and improvement.	Interview
4	Experience of managing the performance of others.	Application/Interview
5	Highly numerate with the ability to analyse and synthesise complex performance data.	Application/Interview

6	Positive and solutions focused, with a collaborative and proactive attitude.	Application/ interview
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Desirable requirements

Requirement	Evaluation Stage	
1	Experience of working for a campaigning, research or fundraising organisation.	Application
2	An interest in improving the lives of people with arthritis and the willingness to gain knowledge of arthritis and musculoskeletal conditions.	Application
3	Understanding of the issues affecting the health and charity sectors.	Application

Values and behaviours

Our values and behaviours framework underpins our daily working lives at Versus Arthritis. Its primarily for employees, volunteers and trustees and describes the expectations we have of each other, and our individual and collective commitment to the organisation.

Our values and behaviours directly support our brand identity and our customer experience principles. Even though the language may not be exactly the same, the principles and ideas are all consistent with our purpose and identity as Versus Arthritis.

- We value our contribution to a truly **inclusive** and **flexible** organisation, that prioritises people's **health and wellbeing**.
- We value **learning** to increase our impact for people affected by arthritis.

- We value being **accountable** for our actions and have **high expectations** of each other.

We value **persevering** with challenges when we know **it's the right thing to do**.