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# Job Description

**Job title:** Supporter Journey Officer

**Reference:** SUS3281

**Salary:** Grade F: £24,938 per annum

**Hours:**  37.5 hours per week

**Base:** Bristol and Home Working (Initially Home Based)

**Job purpose:**

To work collaboratively with colleagues in the External Affairs team and across the organisation to ensure timely and relevant messaging to Sustrans supporters; to develop, deliver, monitor and optimise engaging supporter journeys that increase loyalty, commitment and support; to support the Digital Engagement Manager in implementing multi-channel engagement and income generating campaigns across digital channels.

**Place in organisation structure**

The post holder will report to the Digital Engagement Manager

**Key relationships:**

Internal: Digital Engagement Team Individual Giving and Retail Team

Digital and Social Media Team

Brand and Content Team

External: Supporters and prospective supporters

Fundraising, digital and media agencies

**Key responsibilities:**

* Working with the Engagement Team and Fundraising and Retail Team to develop and deliver creative and engaging journeys for donors and supporters
* Provide reports and insights on existing digital supporter journeys
* Work with colleagues across the UK to centralise supporter data and maximise opt ins for further communication and relationship building
* With colleagues, define how we can monitor and evaluate our journey development work and set up systems to enable this to happen
* With colleagues, implement and develop, overtime, supporter journeys for key audiences, and key products including Face to Face fundraising, e-commerce shoppers and cash and lapsed donors
* Engaging with the Individual Giving Team and others to ensure that supporter journeys are coordinated and cross channel to maximise loyalty, engagement and lifetime value
* Test and monitor stages of supporter journeys and optimise wherever appropriate
* Ensure relevant, engaging and timely content is produced to drive engagement with key supporter audiences across all digital channels
* Ensure planned, robust and legally compliant data management
* Ensure all work is data driven and evidence based
* Support and comply with the charity’s guidance on branding, accessibility tone of voice and key messages
* Work in an agile way to deliver and optimize activities to maximise impact
* Work with the Digital Engagement Officer, Individual Giving Officer and Face to Face Manager to ensure, wherever possible, an ongoing dialogue with supporters.

**Communications and marketing**

* To contribute towards raising the profile of Sustrans, by representing the charity at meetings, activities and events, as required.
* To support and comply with the charity’s guidance on branding, tone of voice and key messages, positively contributing towards raising Sustrans’ profile.

**Training and personal development**

* Attend essential Sustrans training as required by the Charity.
* Ensure own personal development by working to objectives set as part of the Charity’s appraisal process.

**Health and safety and safeguarding**

* Support and comply with the organisation’s policy for the management of Health and Safety
* Support and comply with the organisation’s policies for the management of safeguarding, EDI and GDPR.

**Other**

* Any other duties consistent with the nature and grade of the role as agreed with the line manager.

**Working conditions:**

The post-holder will be based from home until July 2021, at which point the post holder will be expected to be in Bristol at least two days every two weeks. Overnight stays away from home may be necessary when participating in projects away from their designated base. Occasional weekend and late working may be required with time off in lieu. The post-holder must be prepared to cycle or use public transport for the majority of work journeys.

**Special note:**

This job description does not form part of the contract of employment, but indicates how that contract should be performed. The job description may be subject to amendment in the light of experience and in consultation with the jobholder.

Compiled by: Di Gornall, Dir of Fundraising and Supporter Engagement

Date: March 2021 (Updated by Abi Fisher July 2021)

**Supporter Journey Officer (SUS3281)**

**Person specification:**

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| **Criteria** |  |
| Experience | Experience of planning, delivering, monitoring and optimising digital marketing journeys  Experience of working cross channel including social media, email and SMS  Experience of creating emails using an email marketing system  Experience of working with data at volume, ensuring compliance and maximising consent  Experience of working collaboratively with other teams and agencies to delivery supporter journeys  Experience of writing and creating effective, targeted audience-focussed copy and content  Experience of raising unrestricted income for a charity is desirable, but not essential  Experience of using Google Analytics to monitor conversions and inform improvements is desirable, but not essential  Track record of driving engagement and conversions online is desirable, but not essential |
| Skills and abilities | Excellent interpersonal skills with the ability to develop and maintain relationships with a wide range of internal and external stakeholders at all levels  Ability to produce compelling and engaging copy  Ability to think creatively to develop and deliver recruitment and retention supporter initiatives  Good editing and proof-reading skills  Ability to use own initiative and to work both independently and as part of a busy team  Highly efficient organisational skills, including ability to plan and effectively prioritise own workload  Ability to analyse existing ideas and initiatives and provide reports to teams as required by the Digital Engagement Manager  High level of IT and digital literacy |
| Knowledge | Good working knowledge of digital marketing principles and best practice  Good understanding of data protection legislation |
| Other | Committed to Sustrans’ vision and the promotion of sustainable transport  A can-do attitude and an enthusiasm for self-improvement, new technology and digital communications. |