Versus Arthritis

Job description

Job title: Supporter Journey Officer

Reports to: Supporter Journey Manager

Department: Innovation, Performance and Trading

Directorate: Income and Engagement

Our vision

A future free from arthritis.

Our mission

We won’t rest until everyone with arthritis has access to the treatments and support they need to live the life they choose with real hope of a cure in the future.

To deliver our mission we invest in world class research, deliver high quality services and campaign on the issues that matter most to people with arthritis. We have developed an ambitious five-year strategy, complimented by our research strategy to help us achieve our vision and mission.

**Our values**

We are United, Compassionate, Inclusive and Brave in all that we do.

**Income and Engagement (I&E) Directorate**

The Income and Engagement Directorate drives action across audiences to transform awareness of arthritis, build the charity's profile and develop a strong, active and loyal community of support. The directorate brings together traditional fundraising streams, earned income opportunities and strategic communication planning to maximise engagement with our supporters to deliver on our goal to be a sustainable organisation.

We are responsible for brand, marketing, communications and content together with targeted income propositions. Alongside putting people with arthritis at the centre of our work, we use insight, evidence and a test and learn approach to create and refine everything we do.  We are fortunate that 80% of our supporters are made up of people living with arthritis. We inspire and motivate people and partnerships to get us nearer to our shared vision of a future free from arthritis.

Job purpose

This role will work with the supporter journey manager to develop and elevate an integrated supporter journey programme at Versus Arthritis, ensuring our contactable community receive a consistent and highly engaging supporter experience, that builds loyalty and inspires action. The post-holder will deliver a supporter journey programme across platforms and audiences to significantly grow our voluntary income and lifetime value.

Main duties

* To support the development of supporter journeys at Versus Arthritis by delivering audience focussed, integrated organisational journeys that build a highly engaged community of supporters, based on shared values.
* To be responsible for the delivery of communications across channels, including email, post and text messaging, ensuring accurate and timely implementation of agreed communications.
* To support with data analysis and reporting to facilitate the collection of insight for future development and improvement.
* To continually test and optimise journey design and content to drive engagement, deepen relationships, an generate meaningful insight into our community.
* To work with product managers to optimise in-product journeys across the organisation through consultancy and shared 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.
* To embrace, embed and deliver the organisational values, commitments, and culture throughout all activity.
* To ensure all designated training is completed and all activity is delivered in line with organisational policy and practice.
* To embrace a safeguarding culture where everyone has responsibility for the safeguarding and wellbeing of vulnerable adults and children.
* To undertake any other duties as appropriate to the role and organisational requirements.

Key stakeholders and relationships (internal/external)

* Teams across Income and Engagement directorate.
* Teams across other directorates, including services, research and volunteering.
* External suppliers.

End of job description. Person specification on following page.

Versus Arthritis

Person specification

Experience and knowledge

* Experience designing and delivering audience focussed communications that deepen engagement and inspire action.
* Experience of using email marketing tools for large audiences.
* Experience collating, analysing and interpreting complex data, making decisions based on insight.

Skills

* Ability to manage relationships with stakeholders and decision makers, both in person and in writing.
* An excellent relationship builder, negotiator and collaborator.
* Excellent copywriting skills.
* Creative and curious, excited to research and test new ways of engaging with supporters, with an appetite to learn about approaches from across and beyond the sector.
* Audience and insight-led in your work, keeping the supporters’ best interests at the heart of decision-making.
* Highly numerate – with the ability to analyse and interpret data.
* Keen problem solver, who can find creative solutions to complex, multistakeholder problems.

Desirable experience, knowledge and skills

* Experience of managing complex, multichannel supporter journeys.
* Experience of working with Engaging Networks.

Criminal Record Check

Versus Arthritis is committed to keeping children, young people and vulnerable adults safe from harm. We will undertake safer recruitment practices and relevant checks applicable for the role.

This role DOES NOT require a Criminal Record check.

End of person specification.