



JOB DESCRIPTION

Position: Retention Fundraising Manager,
Department: External Relations
Location: Sweden
Contract: Permanent
Hours: Full time

Job Overview

The Retention Manager is a key player in sustaining RESCUE Sweden's monthly donors. The main purpose of this role is to contribute to generating long-term sustainable growth, maximising income and retaining a solid base of donors/supporters. The Retention Manager is responsible for leading on the retention strategy and programme in accordance with global strategy and in collaboration with related areas, all based on supporter focused approach. He/she is also responsible for maximising the potential of the retention programmes, including developing products, methods and channels. The work is based on data insight and analysis, and includes developing and implementing new areas, all whilst ensuring this is all in line with our supporter's needs and expectations.

Key Accountabilities

Strategic and programme development

- Develop the supporter engagement and retention programme for Swedish donors, with a digital engagement focus, in line with global strategy and practice.
- Develop and improve supporter journeys to increase loyalty and long-term value, focusing on monthly donors.
- Drive retention channels ,currently y email, telemarketing, responsible for developing and improving tracking results and increasing profitability.
- Initiate and manage revenue generating activities campaigns to existing donors with the aim of generating donations, conversion, upgrading and reactivation.
- Develop communication and content to current donors in collaboration with and support and delivery from colleagues and agencies
- Proactively develop new methods, channels to ensure development and future proofing
- Ensure best-in-class supporter experience that is focused on the long term relationship with donors, together with donor care officer.

Collaboration

- Be the retention expert in cross-market working groups and committees
- Work closely with donor service and CRM manager on retention marketing platforms functionality, data base quality and optimising donor management.
- Work closely with acquisition manager to ensure consistent communication and coherent target group insight, maximising long term value across the areas
- Collaborate with equivalent teams in other national markets (i.e. Germany, UK, US) and the global retention team, to ensure efficiency and skill sharing
- Manage 3rd party supplier relationships, ensuring all work carried out is to a high standard and represents good value for money

Budgeting and planning

- Focus on maximising long term value and return on investment, and take contingency action as necessary to achieve budgeted income target
- Accurately forecast, monitor and report on Retention income and expenditure budget lines
- Maintain and develop a monitoring and reporting framework for retention activity and associated KPIs that show the performance of the retention strategy
- Maintain budget responsibility for activities and results of the retention area.

Analysis and data management

- Ensure strong insight and analysis of the donor base, focusing on life time value
- Manage forecasting of donor database development and KPIs for all individual donors
- Build qualitative analysis of retention activities and results, to maximise results focusing on long term ROI
- Maintain an up-to-date knowledge of current GDPR data protection legislation and ensure all retention activity is compliant

General

- Keep up to date with the sector developments in individual giving to ensure IRC is at the forefront of fundraising developments.
- Be accountable for activity being produced on time, in budget and within departmental strategic objectives
- Maintain an up-to-date knowledge of current legislation, best practice and industry standards and adhere to all relevant regulation including the Fundraising Regulator and ICO. Ensure all fundraising and marketing is ethical, effective and supporter centric
- Ownership of our email client Pardot and collaborate with global IT functions to make sure we continue to develop it for the Swedish market
- This post may involve some travel, overnight stays and occasional working outside core office hours
- Undertake any other additional tasks as requested by the Head of Mass Markets

Person Specification:

Skills, Knowledge and Qualifications:

- Degree in marketing or equivalent
- Driven and proactive with a solutions-based attitude
- Strong interpersonal skills, with the ability to work and collaborate with stakeholders at all levels
- Commercial mindset, with the ability to set short and long-term strategic objectives
- Numerate with excellent data analysis and interpretation skills
- Excellent verbal and written Swedish and English skills and the ability to produce engaging content as well as high quality reports.
- Knowledge and understanding of legal frameworks and requirements, and implications of decisions in the best interest of the organisation.

Experience:

- Strong experience of individual giving fundraising or equivalent.
- Experience in setting up retention programme and supporter/customer journeys.
- Experience of systematic testing with constant improvements approach

- Strong digital experience, including email (html), platforms and analysis
- Experience of donor/customer data base analysis and experience of audience and donor segmentation,
- Experience of project leading production of campaigns for income generation.
- Strong experience using Marketing Automation and CRM system (Salesforce and Pardot experience valuable)
- Used to working in a fast-paced, high performing team
- Experience working on the non profit sector valuable

Candidates must have the right to work in Sweden.