

Global Supporter Engagement Lead

Location: London

Permanent

Salary: £43,000 – 45,000 per annum

Closing date: Midnight 9th June



Global Supporter Engagement Lead – The Role

This is an exciting new market research opportunity to use your experience in data analysis and insights to grow supporter engagement across the globe for a major international animal welfare organisation to achieve lasting impact for animals.

We want you to help mobilise supporter audiences and increase their lifetime value to help us create a world free from cruelty and suffering for all animals. This will involve harnessing existing and new data as well as insights about supporter behaviour, interests and motivations to improve the way we communicate through all channels with supporters.

You will also help build internal best practice and skills by consulting, informing and educating colleagues on how to effectively use audience data and insights. You will inform global and local strategies and input into be involved in the implementation of engagement activities too.

This role is about working to deepen relationships with our supporters, so they feel closer to World Animal Protection, our purpose and the work that we do.

Global Supporter Engagement Lead – Requirements

- Experience of designing and delivering public and supporter engagement strategies/campaigns
- Able to use market research, analysis and insight to drive business decision making
- Effective at analysing and articulating supporter value and developing supporter journeys
- Ideally holds a marketing, communication or fundraising qualification
- An effective project manager, who is comfortable working with multiple stakeholders, controlling budgets and meeting deadlines
- An excellent communicator with first class analytical and decision-making skills
- Knowledge of animal welfare or conservation and environmental issues would be an advantage

How to Apply

If you want to be part of our dynamic organisation and help us move the world to protect animals then please send us a copy of your resume, salary expectation and cover/motivation letters addressing your skills and experience relative to the role to recruitment@worldanimalprotection.org

Due to the large volume of applications that we receive, we will not be acknowledging receipt of your application. If you do not hear from us within 3 weeks of the closing date, please consider your application as unsuccessful.

World Animal Protection is an equal opportunity employer and committed to providing equal opportunities for everyone regardless of their background.

The successful candidate must have the right to work in the advertised location at the time of application or be in the process of securing right to work in the advertised location.

Who are we?

We are World Animal Protection.

For over 50 years we have moved the world to protect animals.

We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

We stop the exploitation of wild animals for entertainment and profit. We protect pets and working animals in communities across the globe. We campaign for better farm animal welfare and fight against factory farming. We also help animals when disaster strikes.

Our vision is a world where animals live free from suffering. We are working to help people to see how important animals are to all of us.

We are determined to influence decision makers to put animals on the global agenda and inspire people to change animals' lives for the better. Today we're working on projects to end animal suffering by helping governments and communities to protect and care for their animals.

Why Work for us?

We move the world to protect animals globally but there are many other reasons to join our organisation. We are a truly global organisation with offices in Australia, Brazil, Canada, China, Costa Rica, Denmark, India, Kenya, the Netherlands, New Zealand, Sweden, Thailand, UK and USA. We employ over 380 people globally covering campaigns, media, fundraising, operations, finance, administration and human resources.

Job description

GLOBAL LEAD – SUPPORTER ENGAGEMENT



We are World Animal Protection.

We end the needless suffering of animals.

We influence decision makers to put animals on the global agenda.

We help the world see how important animals are to all of us.

We inspire people to change animals' lives for the better.

We move the world to protect animals.

World Animal Protection is a global organisation, working in over 50 countries across the world, with offices on every continent. Our vision is a world where animal welfare matters and animal cruelty has ended.

We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

Job title: Global Lead - Supporter Engagement

Location: To be determined (London+)

Reports to: Global Head of Marketing

*With technical accountability to
Global Director of Fundraising

Direct reports: Nil

Budget holder: No

Main purpose of the role:

To grow supporter engagement across our global network, supporting World Animal Protection's crucial mission and vision. To help mobilise supporter audiences to create a world free from cruelty and suffering for all animals.

The role is dedicated to harnessing existing and new data and insights about supporter behaviour, interests and motivations to improve the way we communicate, through all channels, with supporters to increase their lifetime value.

This role will help build internal best practice and skills – consulting, informing and educating colleagues on how to use audience data and insights smartly. To inform global and local strategies and implementation of engagement activities.

To deepen relationships with our supporters so they feel closer to World Animal Protection, our purpose and the work that we do.

This role is responsible for mapping different supporter journeys and reviewing our current audience segmentation model to provide World Animal Protection with a consistent framework for growing income, driving online engagement, retention and mobilisation of World Animal Protection’s supporters across 15 different offices worldwide.

To develop joined-up supporter journeys and through applying statistical techniques to inform the targeting of our communications we aim to keep everyone on our databases committed to donating or supporting campaigns, if they are called upon, and to increase the money we raise and the influence we have as an organisation.

This role holder will work closely with key international and country colleagues.

Accountabilities

This role holder is accountable for leading a programme of work which identifies strategic insights and recommendations to improve overall supporter engagement. In particular, the role will be accountable for leading the development of a global Supporter Engagement Strategy, which maximises the lifetime value of supporters (financial and non-financial) through dynamic audience segmentation that drives targeted cross-selling and impact.

This will include accountability for developing a programme to deliver strategic marketing and supporter insights to drive income generation, engagement, mobilisation and improve decision making, as well as identifying opportunities to deepen supporter engagement and relationships consistently on a global scale in support of our strategic goals.

The role holder will comply with the organisation’s policies and procedures.

Duties and Responsibilities

Functional

- Review our current audience segmentation model to validate existing segments and consider whether this model is maximising opportunities for new acquisition and building engagement with supporters
- Map a best practice global supporter journey to support consistent supporter engagement by the organisation worldwide and which helps build a common understanding and approach to supporter engagement and mobilisation

- Deliver clear supporter journeys across segments, which draw on supporter behaviour and propensity, building up a detailed picture of World Animal Protection's supporters, their profiles and behaviours that will refine how we engage with and nurture supporters
- Map current supporter acquisition, retention activities and engagement journeys, as well as adherence to our brand, strategy and narrative, identifying gaps and opportunities.
- Be a central point of advice and information for international and country colleagues.
- Develop support tools and resources to guide the local variations of global supporter journeys.
- Analyse current online storytelling and digital engagement trends and identify the opportunities for this type of engagement to support supporter acquisition and the growth of World Animal Protection.
- Develop a suite of metrics to track changes in the level of engagement and which supports a consistent global, data-driven, segmented approach to the way we engage with supporters, ensuring that all supporters receive the right type and frequency of communication necessary to optimise their engagement.
- Map existing data management, access and use across different countries to identify and make recommendations in support of a consistent, global approach.

Organisational responsibilities

- Support delivery of World Animal Protection's Global Strategy across the core themes of Mission, Movement & Transformation in a global, matrix environment
- Work cooperatively with external organisations, teams within World Animal Protection and in the wider animal welfare movement to pursue programme objectives and wider organisational goals, including those relating to brand, communications, fundraising and resource management.
- Actively participate in building our brand and maintain the integrity of our brand to support our profile, lead generation, income and engagement.
- Actively participate and support the organisation to ensure that we manage our resources (financial, staff and IT) efficiently and effectively by improvement of systems, reporting and compliance.
- Contribute to a learning culture and create a positive working environment for staff.
- Take responsibility for their own health, safety and welfare, comply with H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.
- The post holder may be required to travel internationally to provide support or participate in World Animal Protection's activities as and when required.
- Comply with requirements related to the relevant Privacy and/or Data Protection Acts that apply to the work being conducted by the post holder (For example this may include the General Data Protection Regulation (EU) 2016/679 and any local Privacy and Data laws and Regulations).

Skills and Experience

Essential

- Snr experience of designing and delivering public and supporter engagement strategies/campaigns
- Experience of market research and using analysis and insight to drive business decision making
- Proven experience of analysing and articulating supporter value and developing supporter journeys
- Experience of working in a senior team to develop, communicate and implement strategic plans and proposals
- Demonstrable experience of applying effective problem-solving techniques
- Understanding and experience of how business and marketing intelligence can be used to deliver performance improvements in supporter engagement and a positive impact on ROI
- Understanding of supporters and their relationships with a charity across campaigns, communications and fundraising.
- Exceptional interpersonal skills, and able to influence/persuade a wide range of stakeholders
- Strong analytical skills, comfortable with data, evaluation and research to make recommendations for future work
- Self-motivated, with a flexible, enthusiastic approach.
- Excellent written, verbal and presentation skills with an ability to build rapport and collaborate with colleagues globally

Qualifications

- Recognised marketing, communication or fundraising qualifications, or equivalent experience

Desirable

- Proven project management experience to control effective use of resources within tight deadlines

Last reviewed/updated: January 2019

*World Animal Protection operates in a matrix environment. This means we routinely work with colleagues from different locations, business units and cultures in cross-functional and virtual teams.

¹A **global role** works across geographic boundaries with a remit to enable the delivery of strategic organisational activity across the world, providing direct input and support at a local level as required. A **local role** is primarily focussed on the delivery of strategic organisational activity within a country or location, providing information and input to global strategy and directions as required.