

## Job Announcement

# HOPE AND HOMES FOR CHILDREN

## Supporter Acquisition Manager

**The deadline for applications is Sunday 5<sup>th</sup> May 2024**

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|-------------------------|---|
| <b>Location:</b>        | Home base location flexible across locations where we have a registered European / African office (i.e., UK, Belgium, Romania, Bulgaria, Ukraine, Rwanda, Kenya, or South Africa).  |
| <b>Location Type:</b>   | Remote  |
| <b>Reporting to:</b>    | Public Engagement Director  |
| <b>Manages:</b>         | 3 Content Creators and the Digital Content & Marketing Lead   |
| <b>Annual salary:</b>   | £44,000 to £48,000 (including any London Weighting) where the post holder is located in the UK.<br>If the successful candidate is based elsewhere, the reward package will be adjusted to reflect relevant local market and terms and conditions. |
| <b>Contract type:</b>   | Permanent   |
| <b>Working hours:</b>   | Full time   |
| <b>Candidate level:</b> | Manager   |

### **Background**

For almost 30 years, hope has driven [Hope and Homes for Children](#) (HHC) to fight for every child to feel the love of a safe, family home; and to inspire organisations around the world to close the doors of orphanages forever. Because orphanages harm children. More than half the children confined in orphanages around the world suffer violence of one form or another. That includes rape and torture from staff, people from outside who pay for access to them, and from other children they are confined with.

Orphanages regiment the lives of children and are unable to provide the intimate care that a family can, leading to alarming levels of neglect. The impact of this neglect is so severe in babies and young children that it harms their neurological development in ways that can have lifelong consequences. Orphanages isolate children from their communities. Not only does this lead to stigma and prevent children from forming the support and friendship networks we all need, but it reduces transparency and scrutiny of what goes on behind the barred windows and metal doors. Because in the worst cases, orphanages traffic children into the sex industry or for their body parts.

The shocking truth is that these are almost always children who have, or could have, a family to look after them. To love them. But today, over 5.4 million children are trapped within institutions. It's not right and it must stop.

Since 1994, Hope and Homes for Children has been working to stop the institutionalisation of children. We're 200 people, in ten countries, inspiring organisations, including the UN, EU and governments around the world, to close the doors of orphanages forever. Instead, we fight for every child to feel the love and belonging of a safe family home.

As challenges get tougher, we work harder – with children, for children. Our care reform specialists set up community-based family support services. Our policy experts promote stronger child protection laws. And our skilled social workers work directly with children to keep families together, to reunite them, and to nurture new ones. Through national reform, we inspire global action.

And we'll continue. Transforming the system. Consigning orphanages to history. Until every child, everywhere, has the chance to thrive in a strong, supported family. Because children deserve better.

Our vision is a world in which children no longer suffer institutional care.

Our mission is to be the catalyst for the global elimination of institutional care for children.

Our aim is that by December 2030, worldwide, we will have achieved a consensus that orphanages are an unacceptable way of looking after children.

### **Purpose of role**

To help us achieve our aim we are seeking to recruit a Supporter Acquisition Manager. The Supporter Acquisition Manager will:

- Manage HHC's supporter and member multichannel recruitment programme.
- Design and implement testing programmes to deliver supporter acquisition campaigns which contribute towards growth targets, taking an entrepreneurial approach to innovation and adopting a test and learn approach.
- Lead and support projects across multiple fundraising products, using a range of channels including digital, analogue, SMS, and tele-fundraising.
- Lead a team which spans content creation and digital content and marketing, including management and oversight of the briefings for content creation.
- Contribute to the leadership of the Public Engagement team through collegiate and inclusive participation and working closely with other team managers to support them in achieving their goals.

### **Key Accountabilities**

**Planning and delivery against agreed plans and performance measures (50%):**

- Lead on the development of annual supporter acquisition plans and budgets working with key stakeholders, to ensure that they are integrated to meet departmental strategic objectives and feed into HHC's organisational objectives.
- Be accountable for the management and monitoring of income, expenditure and KPIs; including detailed monthly reporting and forecasting as required by HHC's financial monitoring process.
- Collaborate with other HHC teams including colleagues in the Public Engagement team – i.e. Supporter Development and Data to maximise supporter recruitment opportunities across organisational communications and ensuring that the donor journey delivers a positive and engaging experience to maintain strong retention.
- Work closely with the data team to develop a shared understanding of supporter audiences which is nurtured and developed into clearly targeted and focussed communications and fundraising approaches.

**Reputation and Compliance (15%):**

- Ensure all acquisition activity is compliant with sector regulations and fundraising policies in each territory, following best practice across all channels.
- Represent, and act as advocate for, HHC at relevant forums and organisations and ensure the organisation's values and aims are effectively communicated and represented.

**Build and manage positive relationships (20%):**

- Lead, manage and coach your team of three content creators and the digital content and marketing lead.
- Manage relationships with external partners and suppliers, including creative agencies, to ensure quality in our work and value for money.
- Create a healthy and positive culture in your team, through role modelling in line with HHC's commitments.

**Be an active member of the wider Marketing, Communications and Fundraising and Hope and Homes for Children staff team (15%)**

- Contribute collaboratively and positively to the organisation's aims of diversity and inclusion.
- Take on other reasonable duties as appropriate in line with your skills, knowledge, abilities, and experience.

**Profile**

**Essential Experience**

- Working in a fundraising/marketing environment, specifically direct marketing and using direct marketing techniques to acquire new supporters and increase income.
- Project management – specifically campaign management of supporter acquisition direct marketing appeals across at least two or more of the following channels: DRTV, print, and telephone.
- Running successful digital acquisition campaigns across social media platforms.

- Briefing and managing agencies and suppliers.
- Campaign budget management – managing, monitoring, and reporting across activity income and expenditure budgets.
- Setting and monitoring targets.
- Data analysis.
- Relating to people from a variety of diverse cultural backgrounds.
- Delivering training and adapting training methods to meet different learning styles.
- Experience of using digital marketing channels is very important.

### **Desirable Experience**

- Planning and implementing new processes and/or systems.

### **Essential Knowledge**

- Database management and analysis.
- Demonstrate an awareness of child protection issues.
- Direct Marketing techniques & campaign management – demonstrated through relevant experience implementing supporter acquisition strategies and activity plans.
- Supporter acquisition rationale and process, preferably within a fundraising environment.
- International development issues.
- In depth understanding of charity fundraising environment.
- Be actively engaged in the marketplace and aware of developments in the sector.
- Principles of donor stewardship.

### **Essential abilities and skills**

- Contribute towards an environment where employees, and other stakeholders work to improve the way things are done.
- Evaluate and amend copy and creative to ensure best possible results.
- Ensure that impact is a feature of own work and maintain continuous monitoring, suggesting changes where appropriate.
- Show a high level of drive and ambition, both personally and for the organisation.
- Be flexible, diplomatic, assertive and a good negotiator.
- To manage own workload effectively and prioritise tasks, accordingly, ensuring achievements of targets within a fast paced and changing environment with tight deadlines.
- Understand and convey sometimes complex issues to internal and external stakeholders.
- Influence and negotiate using confidence, understanding and diplomacy.
- Communicate clearly, concisely, confidently, and assertively in a well-structured manner.
- Take a flexible approach to managing a wide and varied workload, demonstrating excellent organisation skills.
- Demonstrate and inspire others to consistently seek innovative work methods to improve the way things are done; show a proactive commitment to self-development through continuous improvement.
- Undertake occasional travel to the nearest HHC office or to other countries if required.



**To apply for the post**

To apply for this role, please submit a copy of your CV/resume and a covering letter (500 words max) telling us why you are interested in joining us and why you believe your skills and experience make you suitable for the role. Please submit your application through the following link:

<https://recruitcrm.io/apply/17119659050130039649bwN>

If you have any questions about the role or organisation or would like to see the full applicants pack, please reach out to Zoe Oldham at [zoeoldham@darylupsall.com](mailto:zoeoldham@darylupsall.com)

**The final date for applications is 5 May 2024. However, we may close the vacancy early if we receive strong applications. So, don't delay, please get in touch if you have the right skills, experience, and passion for our cause.**

Stay updated on the latest jobs by subscribing to our [Global Charity Jobs](#) weekly bulletin and if you're looking for a rewarding career in the non-profit sector [register in our database](#).

*Daryl Upsall International actively promotes equality, diversity, and inclusion. In recruiting candidates, we seek candidates with the proven skills required, irrespective of race, gender, religion or belief, age, disability, or sexual orientation.*