



Job Description: Digital Engagement & Journey Manager

Reporting to: Head of Events & Communications

Accountable to: Chief Executive Officer and Board of Trustees

Liaising with: Members of the Communications Team; Fundraising Team; Quality Team; Operations Team; Finance & Administration Team; Trustees; Volunteers and any other organisations as may become relevant

General Description

Challengers is a regional charity, challenging the barriers to play for disabled children, young people and young adults across Surrey, Hampshire, Berkshire and West Sussex. The role of Engagement & Journey Manager sits within the Communications Team. The Communications Team are responsible for raising the profile of the charity through various communication channels, organising a portfolio of events throughout the year and supporting the Fundraising Team to reach voluntary income targets.

The successful individual will join a dynamic team of committed and passionate individuals. They will be responsible at first, for supporting the Fundraising Team to maximise income generation by analysis and creation of supporter journeys – personal to each group of supporters and potential supporters. The role will develop to look at engagement and communications throughout the wider organisation including touch points with staff, volunteers and families.

We want everyone who comes in to contact with Challengers to have the best possible experience, so the successful candidate should be confident at analysing and interpreting data to drive engagement. This is a new position, so a great opportunity for someone to make the role their own and have real impact on income generation and engagement across the organisation.

Main Duties and Responsibilities

- Analysis and change implementation of supporter journeys to ensure maximum income generation.
- Analysis of all email communications and implementation of changes based on findings
- Design and support split testing to ensure external communications are effectively targeted and returns are maximised.
- Develop and support focus groups for campaigns and communication testing

- Work with teams to develop campaigns from inception through to delivery. Ensuring the best possible outcome and return.
- Working with the Fundraising Team to develop long term supporter engagement journeys.
- Working with the Quality Team to support staff journeys to ensure the best experience while at Challengers to when they decide to leave and beyond.
- Working with the Operations Team to ensure that families have the best experience from when they register with Challengers to the point they no longer use the service.
- To design communications to reach new families that could benefit from the support Challengers offers
- Types of projects you can expect to work on are (but not limited to): individual cash appeals, regular giving asks, fundraising events, corporate and community fundraising approaches, recruitment campaigns and non-ask communication campaigns.
- Ensure that the use of the Challengers database is optimised to support the Challengers journey for all groups.
- Write and deliver reports as and when needed on projects and campaigns
- Any other duties that from time to time are required by the Head of Events & Communications or Chief Executive
- This role involves out of hours working and a willingness to work flexibly is required.

Person Specification

Essential

- Previous experience working in a similar role. Your background could be in (but not limited to) analysis, digital analytics or a customer engagement role.
- Previous experience of creating and implementing supporter engagement strategies or customer journeys.
- Previous experience and understanding of digital marketing.
- Ability to work collaboratively within a team and listen to and take on other people's ideas.
- Have the energy and drive to work independently when needed.
- Previous experience of using databases for reporting and segmentation of data; knowledge of Salesforce would be an advantage.
- An understanding of email marketing software; previous use of dotmailer would be an advantage
- Able to use Microsoft packages including Word, Excel and Outlook amongst others
- A polite telephone manner.
- A proactive, flexible and driven approach to work.
- The ability to prioritise tasks, apply common sense and sound judgement with good organisational skills, attention to details and the ability to plan in advance.
- A clear understanding of The Challengers Approach and the Social Model of Disability and a commitment to deliver programmes to this ethos.
- Flexibility to work outside conventional office hours when required including weekends and evenings – a time off in lieu policy is in place (TOIL)
- Full clean driving licence, car owner and willing to use car for work purposes – will be required to have business insurance.

Desirable

- The ability to use design software including Adobe InDesign CS6, Photoshop and Illustrator.
- The ability to use video software to create videos including Premier Pro and Final Cut Pro.
- Understanding of the issues facing disabled children and young people, their families and carers and of issues surrounding social exclusion.
- An understanding of the role of not for profit organisations in the provision of services.
- Experience of working with or supporting disabled children and young people, their families and carers.