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| **Role Title:** Retention Manager (Interim) | | | **Reports to:** Head of Individual Giving | **Date:** April 2025 |
| **Department:** Fundraising | | | **Direct Reports:** 3  **Indirect Reports:** External Fundraising agencies, Volunteers | **Budget Holder:** Yes |
| **Location:**  ActionAid’s current office is in Dublin 1, but an office move to Dublin 2 is due by end of May/early June. Hybrid Working policy and set office days. | | | **Contract:**  1-year fixed term contract | |
| **Context:** The Fundraising team is essential to delivering ActionAid Ireland's strategy 2022-2027 to create a just and caring world where women's human rights are respected through addressing the structural causes of Gender Based Violence (GBV), promoting women's leadership in humanitarian contexts and amplifying feminist alternatives on economic and climate justice. ActionAid Ireland’s strategy also makes clear commitments to financial sustainability targets, which the Fundraising team plays a critical role in.  The Retention Manager will be responsible for the care and stewardship of all ActionAid Ireland supporters and allies. The post holder will plan, manage and deliver direct marketing, email and telemarketing campaigns to existing supporters that maximise income, retention and reach, through persuasive appeals and excellent stewardship communications. They will also manage ActionAid Ireland’s Tax Effective Giving campaign, ensuing a multi-channel approach utilising direct mail, telemarketing, email marketing and SMS. The Retention Manager will also play a critical role in ActionAid’s development of a Mid and Major Donor Programme, as well as supporting in developing an alternative Child Sponsorship product and supporter journey. They will also be responsible for ensuring all financial processing and reconciliation is done to the highest standard, and to agreed deadlines and in partnership with the Finance department. | | | | |
| **Key Attributes:** Ability to work autonomously and drive an area of work, excellent project planning, strong understanding of fundraising channels, good written and visual communication, strong understanding of data and audience segmentation, excellent management skills, a clear commitment to ActionAid's mission and values. | | | | |
| **Areas of Activity** | **Key Accountabilities and Deliverables** | | | |
| **Management and Strategy** | * Work with Head of Individual Giving to develop and implement full strategic plans for all retention channels which maximise income and retention from existing supporters, using past performance and data insights to deliver campaigns | | | |

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|  | * Manage the Supporter Care and Retention team, ensuring that all financial processing and retention activities is delivered on time and to plan, as well ensuring the highest quality of supporter care and compliance on email, phone and post * Lead on the development of all retention budget planning and reforecasting in setting investment, income, LTV and return levels, as well as formulating required KPl's across activity * Manage external supplier agencies (creative, print, telemarketing) and oversee contracts that maximise and protect ActionAid Ireland reputation and assets * Work closely with Head of Individual Giving, Acquisition Manager, Digital Coordinator and Campaigns and Communication Manager to achieve cross-organisational goals and ensure all areas of messaging and communications by ActionAid Ireland are aligned * Work closely with Head of Individual Giving, CEO and external consultants in ActionAid’s review of Child Sponsorship and supporting in the development of alternative product and supporter journeys, in line with our commitments to anti-racism and decolonization * Supporting Head of Individual Giving in operationalising new Retention income channels identified for inclusion into Fundraising programme |
| **Fundraising** | **Stewardship and supporter care:**   * In accordance with budgets, working with external suppliers where required, design and manage the implementation of all retention activities with audience segmentation and data insights:   + Ongoing journeys for all financial supporters from their 7th month of giving   + Newsletters and Child Sponsorship mailings   + Warm Mailings (excluding Emergencies)   + Upgrade Telemarketing   + Mid/Major Donor stewardship   + Tax Effective Giving |

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|  | * Management and monitoring of all retention KPl's, both current and long-term views, to ensure targets are being achieved, making changes to operations where required and ensuring highest degree of GDPR compliance * Liaising with country offices to ensuring child sponsorship communications are received, and are delivered to supporters in accordance with their journey plan; managing the in-house safeguarding and matching procedures (utilising volunteers) in relation to all child messages to sponsors * Working with Data and Insights Specialist, Global Secretariat and country teams, managing required stock levels of CS profiles to deliver on volume targets * Working with Head of Individual Giving and Acquisition Manager, support project lead in developing new Regular Giving products to test to market, to better stimulate supporter response * Working with Communications Manager to effectively plan and run supporter events, to engage with supporters and build loyalty and strengthen relationships * Support the Head of Individual Giving and Data Insights Specialist with the transition to a new CRM system, with a particular focus on data capture, financial processing and insights needs for Retention function. |
| **Communications, content and data insights gathering** | * Creating and developing all communications for retention fundraising campaigns, including sourcing engaging and relevant content and writing copy for offline and online campaigns * Working with Federation colleagues to develop engaging content to support retention marketing campaigns, in accordance with audience requirements * Brief Data and Insights Specialist to insights requirement for effective campaign planning and review, ensuring that all campaigns are planned with data-driven and audience-centric understanding of best performance * Work with Data and Insights Specialist to define and agree segmentation data sets for any required data from CRM needed for campaigns |
| **Analysis and**  **Reporting** | * Ensuring campaign reviews are delivered for all retention channels and that recommendations are included in   future planning, sharing results and insights with wider Fundraising team |

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|  | * Working with the Data and Insights Specialist, conduct analysis and extract insights in campaign performance for effective future campaign planning and past campaign review, ensuring that all campaigns are planned with data- driven and audience-centric understanding for best performance * Update team trackers monthly to ensure consistent KPI monitoring * Draft quarterly synopsis of retention performance and planning to support Board reporting requirements |
| **Values** | * To espouse ActionAid's social justice and equality values |
| **Key Relationships** | |
| **Internal** | Member of the Fundraising team, working closely with all members of the Fundraising team, especially the Supporter Care Executive, Fundraising Executive and Data Insights Specialist to oversee excellent supporter care and administration. This role also works closely with the Head of Individual Giving and Acquisition Manager to plan and deliver all income and retention targets as well as working closely with the  Communication Manager to ensure alignment across all organizational messaging |
| **External** | Fundraising agencies, including telemarketing, digital, creative. Federation colleagues. Colleagues in the Irish INGO  sector |
| **What makes ActionAid different?** ActionAid's approach is about empowering people to claim their rights. Our working relationships, in Ireland and across the world are based on mutual trust, respect and democracy. As part of our commitment to women's rights we recognise, embody and champion feminist principles not only in the work we do, but the way we work, and how we do things. This Is a committed attempt at reflection, continuous learning, and being mindful of the power we have as individuals in any situation (irrespective of where we are in the organisational structure) and how we exercise it. | |
| This profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level  of responsibility entailed. However, all role profiles are regularly reviewed and updated in line with organisational needs. | |