

## **Supporter Engagement Manager**

Dublin, Ireland (Hybrid)

### **The Organisation**

World Vision is the largest child-focused private charity in the world. We facilitate the delivery of high-quality development, humanitarian and emergency relief programmes across nearly 100 countries worldwide.

So far, we have made a positive difference to the lives of over 200 million vulnerable children.

We are now looking for a Support Engagement Manager to join our growing team on a permanent, full-time basis.

### **The Benefits**

- Salary of c€42,000 to €50,000
- Attractive pension
- Flexible hours and locations
- Career development opportunities
- Cycle to work scheme
- Supportive work environment
- Employee Assistance Programme

This is the ideal opportunity for a fundraising professional with experience of delivering direct response campaigns and working in the NGO sector to advance and develop with our essential organisation.

You'll make the world a better place every day, surrounded by friendly, like-minded humanitarians who put the fun in fundraising!

What's more, you will gain incredible experience on a global stage to take your marketing skills to the next level. Interested? Apply today!

### **The Role**

As the Supporter Engagement Manager, you will lead and deliver the sponsorship experience to drive supporter loyalty, satisfaction and retention.

You will focus on the retention of supporters, supporter satisfaction, and committed giving income. Developing the Supporter Journey Calendar, you will ensure that it fully aligns with the Individual Giving Strategy.

Enabling supporters to see the difference they are making in the lives of vulnerable children, you will deliver a range of effective communications that update them and provide a great experience.

Additionally, you will:

- Maintain the CRM to ensure data and donation accuracy
- Provide direction for our fundraising
- Manage sponsorship operations, working closely with the Programmes and Policy team

- Ensure field queries are answered effectively and quickly
- Manage relationships with external agencies

### **About You**

To be considered as a Supporter Engagement Manager, you will need:

- Significant experience delivering complex, multi-channel direct response campaigns which reach or exceed income targets
- Experience in the NGO sector
- A strong foundation in direct marketing, including campaign analysis and/or success in a product management role with commercial success in innovation and communication
- Experience of devising and implementing segmentation, targeting and prompt strategies
- Experience of managing creative, print and marketing agencies with practice in negotiating strong commercial agreements
- Strong budget management skills
- Excellent interpersonal, communication and writing skills including copywriting
- An understanding of the charity sector and the codes of best practice in fundraising

Other organisations may call this role Fundraising Manager, Supporter Audience Journey Manager, Supporter Development Manager, Supporter Care Manager, or Supporter Experience Manager.

World Vision is an equal opportunities employer, value diversity and are strongly committed to providing equal employment opportunities for all employees and all applicants for employment. Equal opportunities are the only acceptable way to conduct business and we believe that the more inclusive our environments are, the better our work will be.