

JOB DESCRIPTION

Job Title:	Acquisition Manager
Directorate:	Strategy and Development
Location:	Tower Hill - Agile working from London and home working
Reporting to:	Assistant Head of Individual Giving (Acquisition)
Responsible for:	Senior Individual Giving Officer (Acquisition) x 2

PURPOSE OF THE JOB

As part of the fundraising team at St Mungo's, you will be responsible for supporting the leadership of the Individual Giving team through an exciting time of organisational growth. You will drive growth and stability in the Individual Giving team to support the organisation to end homelessness and rebuild lives.

The Individual Giving team is responsible for raising unrestricted income through Acquisition, Stewardship, Legacy and Digital Fundraising. This role will be responsible for overseeing the development and delivery of cold direct marketing campaigns, developing test activity, managing two Senior Individual Giving Officers and working with internal teams and external agencies to recruit new individual donors.

With homelessness increasing St Mungo's is needed more than ever - attracting and retaining new donors and supporters is key to our continuing growth. Our acquisition programme is in a growth phase, this post will play a key role in supporting this as we scale up activity and testing.

KEY RESPONSIBILITIES

PROGRAMME MANAGEMENT

- Oversee the development and delivery of new supporter acquisition campaigns by Senior IG Officers, with an emphasis on testing and scaling activity.
- Oversee the scoping, design, set-up and delivery of new areas, campaigns and channels for supporter acquisition, both on and offline, to support growth plans.
- Lead on reactive acquisition campaigns in response to key events.
- Manage relationships with fundraising agencies, holding each party accountable for performance against agreed donor recruitment targets and keeping campaigns on track to bring in the projected yearly income.
- Oversee St Mungo's Christmas appeal, and step in to support the team, when needed, with creative processes, sourcing content and creating campaign materials, the creation of web and donation pages, devising testing strategies, briefing suppliers, managing agency relationships, tracking expenditure and income, delivering reporting across a range of KPIs, managing compliance and quality monitoring, data selections (when required), exports and imports, and conduct regular data analysis and campaign reviews.
- Oversee all stages of the production of high quality and effective fundraising communications, ensuring all materials produced on schedule, are inspirational, accurate, and in line with house style.
- Work with Assistant Head of Individual Giving and acquisition team to devise annual direct marketing donor recruitment plans.
- Contribute to the writing of business cases with the Assistant Head of Individual Giving (Acquisition) to support growth within the team and in our work.

RELATIONSHIP MANAGEMENT

- Work closely with members of our digital, supporter involvement team to collaborate and co-produce campaigns as well as coordinate with other teams' activities.
- Develop collaborative, effective and supportive relationships with staff at all levels of seniority across the charity to develop compelling and accurate fundraising communications.
- Build strong external relationships with fundraising partners to deliver high quality and compliant fundraising activity. This includes using exceptional communication, negotiation, and problem solving skills as well as acting as an ambassador for St Mungo's.

FINANCIAL MANAGEMENT AND ANALYSIS

- Work with the Assistant Head of Individual Giving to develop, manage and report monthly on the annual fundraising budget and reforecasts to ensure the agreed income and expenditure targets are met.
- Oversee financial processes by team to ensure appeal budgets are controlled and managed effectively.
- Source competitive supplier quotes and ensure fully compliant contracts in place through a robust procurement process to ensure St Mungo's gets the best value for money.
- Monitor KPIs including cost to recruit, attrition rates, long term return on investment and implement corrective actions to ensure KPIs are met or exceeded.
- Proactively undertake complex programme-wide data analysis, identifying trends, issues or areas for testing. Use analysis and learning to feed into future planning and overall programme strategy.

SECTOR KNOWLEDGE AND COMPLIANCE

- Keep up to date with all compliance changes within the sector – both from the ICO in terms of GDPR as well as Fundraising Regulator Code of Conduct.
- Identify and escalate risks and issues as appropriate, providing feedback to the Assistant Head of Individual Giving (Acquisition) on progress and recommending alternative action where required.
- Ensure teams, materials and activities are compliant in line with all relevant legislation, regulations and recommended best practice.
- Oversee that contracts and data agreements are in place with all external agencies that are used throughout the year. Complete annual audit of all contracts and data agreements in order to stay compliant.
- Understand, complete relevant risk assessments and take steps to mitigate the impact of a compliance breach within our work and campaigns.

LINE MANAGEMENT

- Undertake all activities as required in managing and supporting a team including recruitment, induction, setting objectives, holding regular supervisions and conducting appraisals.
- Develop performance targets and quality control measures for the work of the team, and monitoring team members' work to ensure that these are met.
- Manage the workload of the team to ensure that adequate cover is provided at all times.
- Ensure the health and safety of team members. This will include implementing procedures for office safety and use of computer equipment.
- Operate St Mungo's disciplinary and grievance procedures where necessary.
- Foster a positive atmosphere within the team, modelling effective leadership and ensuring staff are aware of opportunities to develop.
- Encourage good communication between staff by holding team meetings regularly, and additional briefings, as necessary.

GENERAL

- Adhere to St Mungo's Policies and Procedures at all times.
- Cover for other members of the team and division, as necessary.
- Being proactive in reviewing and evaluating own performance and identifying and acting upon areas for improvement and development.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or reasonably required by more senior members of staff.
- Attend and participate in divisional and team meetings and other meetings as required.

This job description covers the current range of duties and will be reviewed from time to time. It is St Mungo's aim to reach agreement on changes, but if agreement is not possible, St Mungo's reserves the right to change this job description.

PERSON SPECIFICATION

Acquisition Manager

Although we are keeping direct experience/knowledge requirements to a minimum, we do need you to use the application form or supporting statement to demonstrate your capabilities, in relation to the essential requirements in the person specification below. Where relevant use your answers to illustrate how your competences have helped you achieve positive results.

ESSENTIAL REQUIREMENTS

Experience, Skills, Knowledge and Abilities – required for your application form:

1. Demonstrable experience and understanding of offline and online fundraising and supporter acquisition including a track record of delivering a busy programme of successful fundraising

projects and campaigns.

2. Experience of complex data analysis including; cross-analysing, lifetime value models, giving and attrition patterns, interpreting trends across a series of campaigns and key performance indicators and creating new reports based on analysis and presenting results to senior staff.
3. Confident in negotiation with internal and external stakeholders and providers. Having the ability to influence and to also obtain the most beneficial financial deals for St Mungo's and hold stakeholders to account when required.
4. Excellent problem-solving skills, able to assess options, risks and impact, make considered recommendations to senior stakeholders and resolve issues effectively.

The below Experience, Skills, Knowledge and Abilities are required for the post but will be assessed at different stages of the recruitment process:

5. Ability to build strong working relationships with colleagues, line reports, contribute to a positive and proactive working environment.
6. Demonstrable experience of fundraising from individuals, with experience in creating and managing cold offline and online direct marketing media and appeals.
7. Significant experience of managing a range of fundraising projects across a variety of offline and online media, budgets and successfully managing competing priorities with multiple, sometimes tight, deadlines.

The following are required of all roles with St Mungo's. However, you do not need to address these in your application.

- Genuine interest in and commitment to St Mungo's work and client group.
- An understanding of and commitment to diversity & equality.
- Willingness and ability to work hours outside of normal office hours on occasion (time off in lieu will be granted).
- Willingness to work flexibly in response to changing organisational requirements.

In the selection testing/interview process, we will be assessing candidates against the following competencies:

COMPETENCY	PRIMARY INDICATORS
Improving and Innovating	<ul style="list-style-type: none"> • Is open to new ideas, improvement and change. • Handles situations and problems with innovation and creativity. • Shows commercial and financial awareness.
Interacting and Influencing	<ul style="list-style-type: none"> • Takes responsibility and demonstrates values-driven leadership. • Shows self-awareness. • Works well with other people. • Collaborates and networks effectively internally and externally. • Shows sound communication and influencing skills.
Understanding and Doing	<ul style="list-style-type: none"> • Able to find and analyse relevant written and numerical information and use it to make sound judgements. • Able to think strategically. • Demonstrates the necessary technical skills and aptitudes at the level that are required for the role. • Has good writing skills at the level required for the job. • Plans, organises and manages time well. • Demonstrates compliance and accountability.
Involving and Including	<ul style="list-style-type: none"> • Builds client/stakeholder involvement into all activities. • Is client and customer focused. • Aware of own level of cultural competence and proactively seeks to develop. • Actively promotes equality, diversity and inclusion among colleagues and clients.
Managing and Empowering (for managers only)	<ul style="list-style-type: none"> • Builds a high performing team. • Provides staff with clear direction and support. • Motivates, supports, enables and promotes the wellbeing of their team. • Manages the operational aspects of their function efficiently. • Implements plans, strategies and services effectively. • Actively contributes to service growth.