Senior Voice of the Supporter Manager – Marketing & Fundraising

Job Level	5	**Kornferry Function**	
Directorate	M&F	**Function/Service**	
Direct Reports	0	**Indirect Reports**	
Line Manager Title	Head of Data & Insight	**Budgetary Responsibility**	Circa £100k

The Leadership and Management of our people is critical to us as an organisation. The responsibilities and expectations of Leaders and Managers at this level can be found in Our Leadership Framework - RedRoom.

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. Our Leadership Framework - RedRoom, along with Our values and behaviours - RedRoom and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about Equity, Diversity & Inclusion (EDI) at the British Red Cross - RedRoom here.

Role description:	
Purpose	Supporter experience is a key component of our fundraising and supporter engagement strategy. Our Senior Voice of the Supporter Manager is part of a person-centred culture that helps to deliver great experience for our supporters, by deepening the organisational understanding of them and their experience. This role combines strategic leadership of the Voice of the Supporter programme with hands-on delivery of key supporter listening, insight and reporting activities. The postholder will balance longer-term programme development with the practical delivery of research, reporting and organisational improvement initiatives aligned to agreed business priorities.
Key Responsibilities	**Implement and manage the Voice of the Supporter (VOS) Programme** • Provide strategic direction to the design and implementation of our VOS strategy • Establish mechanisms to capture supporter feedback about their experience • Lead delivery of a prioritised annual programme of supporter insight and listening projects, ensuring resource is focused on agreed organisational priorities and strategic decision-making needs • Provide strategic guidance to experience research that supports the development of the VOS programme • Manage and continuously improve supporter listening mechanisms, including relationship surveys, transactional surveys and journey feedback programmes • Facilitate action planning sessions with fundraising and engagement teams to ensure supporter feedback leads to measurable improvements **Deliver VOS insight to inform experience improvement activities** • Deliver analysis of quantitative and qualitative data to generate VOS insight • Synthesise findings to provide insightful recommendations to campaign / supporter stewardship leads to support experience improvement activities • Work with key stakeholders to support them in applying VOS insight • Advise key stakeholders on carrying out audience research (internally or outsourcing) to deep dive into the VOS insight or answer further supporter insight questions **Drive a culture of listening and using supporter voice** • Responsible for establishing supporter experience metrics • Evidence and demonstrate the value of supporter voice by reporting supporter experience metrics on our directorate performance tracker • Support the directorate to record and disseminate learning from experience improvement activities driven by VOS insight

	• Provide guidance and training to the directorate on how to collect, analyse and act on supporter voice • Own governance and reporting for the Voice of the Supporter programme, maintaining performance measures, impact tracking, action logs and regular reporting to senior stakeholders • Champion the visibility and application of supporter insight through organisational reporting, knowledge-sharing forums, leadership communications and self-service insight repositories

Know-how	**Leadership Behaviours**
	• Authentic, consistent and honest leader
	• Actively listens and allow others to be heard
	• Adaptable to changing needs, pressures and opportunities
	• Empowers others based on skills and expertise
	• Dynamic, inclusive, compassionate and courageous
	
	Team Member
	• Play an active role in the design and delivery of Supporter Experience Team strategy, plans and ways of working
	• Work and behaves in accordance with all BRC policies and procedures.
	• Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).
	
	The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.
	
	Essential Criteria
	• Demonstrable knowledge of:
	  ○ Qualitative and quantitative audience research methodologies (in any sector)
	  ○ Customer voice research approach and methodology
	  ○ Customer experience metrics
	  ○ Project management techniques and tools
	  ○ Trends and new developments in audience research and insight
	  ○ Analysis and synthesis approaches, from multiple research and various data types, to generate actionable insight
	• Delivery of a customer (or supporter) voice programme or similar approach to gathering and using customer feedback
	• Generating audience insight that meets business needs and informs strategic and operational decision-making
	• Communicating insight to teams in an engaging way to inform and influence decision making
	• Managing and influencing stakeholders to ensure project success
	Managing and delivering multiple, varied audience research projects, on time and within budget – sometimes including commissioning and managing external research suppliers
	
	Desirable Criteria
	• An understanding of:
	  ○ programme management tools and techniques
	  ○ inclusive audience research methodology
	  ○ human-centred design principles and approach
	• Designing and delivering insight training to empower colleagues and grow insight capacity
	• Hands on experience of research fieldwork (both quantitative and qualitative)

Additional Requirements	Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy

Pre Engagement Checks Highlight bold as required		
DBS- England & Wales	Adult/ Child/ Adult & Child Workforce/None	
PVG- Scotland	Adult/ Child/ Adult & Child/ None	
Access NI- Northern Ireland	Vulnerable Adult/ Child/ Vulnerable Adult & Child/None	
Driver Check	Yes/No	
International Roles Only		
International Police Check	Yes/No	
International Driving Licence for manual cars	Yes/No	

Role Reference		**Review Date**	

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.