

STEWARDSHIP MANAGER

Job Level	4	Kornferry Function	
Directorate	Marketing, Fundraising & Comms	Function/Service	Supporter-led Fundraising (SLED)
Direct Reports	4	Indirect Reports	NA
Line Manager Title	Senior Stewardship Manager	Budgetary Responsibility	Up to £500K

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	This role leads the stewardship function, with accountability for designing, managing, and implementing supporter and volunteer journeys. It ensures products from the Development team are understood and integrated into these journeys. It will line manage Stewardship Executives, providing training, coaching, and guidance on supporter experience and engagement. The role will also hold the relationships and the management of Volunteer Reps and delegate as needed. Responsibilities include oversight of fundraising products and materials, ensuring alignment with brand and tone, and managing operational relationships with external agencies such as printers and fulfilment partners to enable effective delivery of fundraising activities.
Key Responsibilities	Stewardship Fundraising Management - Responsible for the design, management, review and implementation of the whole team's supporter journeys (inclusive of volunteer journeys and low-level 3rd party events) against the newly created 4 tier stewardship model. - Plan, build and optimise our multi-channel stewardship journey – covering email, outbound calling, SMS, direct mail and Facebook groups. You will also work in close collaboration with our Development and Relationship teams to manage and develop platforms. - Oversee processes and platforms to deliver seamless supporter journeys for our audience. Pro-actively research, develop and deliver current and new technologies and tools. - Oversee of existing products (fundraising pack etc) as well as fundraising materials. Manage and coordinate briefs to the Development team making sure design, content, materials and creative assets are in place to deliver supporter journeys for the whole team. - Lead the testing and continuous improvement of stewardship journeys, ensuring clear communication and alignment with Relationship fundraising needs. Regularly review average values against past performance and industry benchmarks. - Work with M&MF teams to ensure brand messages and audience insight is integrated in our products, communications and supporter journeys. Data & Insight - Develop, track and evaluate stewardship processes and journeys to drive both immediate and long-term income growth, aligned with fundraising strategies and priorities. - Oversee the delivery of project plan tasks across different stakeholders, to make sure everyone is meeting set KPIs and working to deadlines.

	• Work closely with analysis teams to identify areas for development and improvement, continually refreshing our audience approach on retention and ensure British Red Cross has compelling case studies to attract and maximise audiences. • Ensure that all activities comply with GDPR guidance, Fundraising Regulator's Code of Conduct, British Red Cross' policies and procedures and demonstrates best practice. Financial Management • Contribute to departmental income reporting, budgeting and forecasting. Ensuring pipeline is kept up to date across all income streams. • Responsible for the departmental KPIs for stewardship; monitoring average values, satisfaction ratings and opt-ins etc . • Support the development of a data-driven culture, role-modelling best practice CRM use, ensuring consistent use and that that information is maintained, reviewed and updated. • Develop and implement contingency plans if identified markers are not met. Emergency Appeal Lead • Emergency Appeal Lead for SLED team. Foster collaboration and integration across MFC teams by attending Emergency Lead meetings, driving our department approach on the appeal. • Manage and develop the EA plan and procedures guide for SLED Fundraising • Ensure team's readiness to respond to Emergency Appeals at short notice by sharing relevant and up to date messaging on the appeal to the team and decide level of approach to maximise the success of the appeal • Manage emergency appeal activities within SLED fundraising and provide analysis and reports on income generated. Team Leader • All team members understand their responsibilities and objectives. • All resources involving staff managed in accordance with BRC policies and procedures. • All staff are kept informed of relevant organisational plans and updates on development. • Team ideas and comments are communicated and forwarded appropriately. Team Member • Actively participates in all team meetings. • Supports other team members. • 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.
Know-how	Essential Criterial • Proven track-record of hitting financial targets and fundraising KIPs in a community fundraising environment. • Excellent organisational and prioritisation skills with the ability to plan and manage a variety of projects and activities to tight deadlines • Ability to build positive relationships with colleagues and external partners, which enable productive collaboration on projects • Experience delivering multi-channel stewardship campaigns with personalisation based on customer segments. • Experience of managing a team in a fast pace and demanding environment helping them, to overcome challenges and develop resilience while achieving targets.

	- Experience inspiring, motivating and managing volunteers, fundraisers and groups to deliver income targets and objectives Desirable criteria - Experience of data analysis including analysing trends and KPIs, applying learnings and making recommendations - Experience establishing fundraising tools and platforms from concept to complete delivery - Ability to communicate clearly with a range of different people, with confidence to influence and negotiate to drive projects forwards, as needed
Additional Requirements	- Ability to work effectively remotely with colleagues across various geographical locations - Occasionally to work outside of working hours, evenings or weekends. - Able to travel around the UK and stay overnight where appropriate - Hold a full driving licence and able to use their own car for work-related travel (mileage will be reimbursed and use of hire cars is encouraged for longer journeys)*

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

Role Reference		Review Date	
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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.