

Vacancy: Supporter Experience and Journeys Lead

Overview:

This role will join a vibrant and ambitious fundraising team made up of; major giving, trusts and foundations, prospect research, individual giving, community, events, legacies, innovation and supporter experience. The team's mission is to raise income for our three hospitals to enable them to continue their vital work. This role will make a huge difference in helping us do that.

About us

Guy's & St Thomas' **Charity**, Guy's Cancer Charity and Evelina London Children's Charity are part of Guy's & St Thomas' Foundation. Our collective mission is to build the foundations of a healthier society.

As part of our team, you will work alongside talented people from a mix of personal and professional backgrounds. We are a Living Wage employer and support flexible working, part-time roles and job shares. Though our ambitions are serious, this is a friendly place to work with lots of opportunities to meet and socialise with colleagues. We believe there is immense power in diversity and aim to recruit and nurture talent who think and act differently.

There is more information about [**working with us**](#) on our website, where you can read about:

- how we approach recruitment
- our team, culture and values
- the benefits of working with us
- and our approach to diversity, equity & inclusion, health & wellbeing, and learning & development

Job description

The opportunity	
Job title:	Supporter Experience & Journeys Lead (Other organisations may call this role Customer Journey Lead, Supporter Engagement Lead, Donor Experience Lead, Strategist/Planner, UX Lead).
Salary:	To help with the benchmarking for this role the current KCL salary range is £37,332 to

	£42,099, Grade 5
Contract type:	Permanent
Closing date:	TBC
Interview dates:	TBC
Reporting to:	Supporter Experience & Journey Manager
The team:	Supporter Experience Team
Key relationships:	All fundraising teams, Data and Insight, Marketing Communications and Digital, Supporter Care
Overall purpose of role:	<p>This role will oversee the day-to-day execution of supporter journeys, including managing timelines, and ensuring deliverables are met. This involves working directly with income generating teams across fundraising and key dependency teams across supporter care, data, digital and marketing and communications.</p> <p>The post holder will manage our supporter panel, cultivating relationships with panel members. Working closely with the Supporter Experience and Journeys Manager this role will test new journeys, support implementation of new fundraising products and integrated campaigns, championing supporter needs and pain points, ensuring their valuable insights contribute to the enhancement of our supporter experiences and journey initiatives.</p> <p>This role is also responsible for owning and updating the supporter experience toolkit, serving as the go-to person for guidance on approaching initiatives in a supporter-first manner, ensuring consistency and alignment with best practices across the organization.</p>
Key responsibilities:	<p>Supporter experience and journey best practices</p> <ul style="list-style-type: none"> • Identify and improve key pain points in existing supporter journeys; making recommendations for improvements that colleagues can implement and support them on how to measure and report back on those changes. • Support on measuring supporter satisfaction and testing outputs with supporters. • Support fundraising colleagues to implement supporter journeys and stewardship programmes across the portfolio to maximise net income and retention of supporters. • Lead the annual supporter experience and journeys audit, facilitating process discovery workshops to identify pain points and make recommendations on improvements to wider stakeholders and monitor the improvement progress. • Deliver process maps for all supporter journeys, ensuring they are monitored and kept up to date.

- Review communications against supporter journey maps to ensure the supporters needs are met.
- Help deliver the Supporter Experience and Journey strategy.
- Assist in piloting new stewardship journeys for supporters, ensuring that they feel valued and involved in the charity's work.
- Collaborate with internal teams, including marketing, fundraising, communications, and program delivery, to ensure alignment and integration of supporter experience initiatives across the organization.

Data & Insight

- To work closely with our Supporter Experience and Journey Manager to gather insight with the data team to optimise current personas and identify new personas.
- Manage a supporter feedback panel, recruiting new members and conducting user testing to assess the effectiveness of our journeys, experience, products, and integrated campaigns with them.
- Liaise with the fundraising, supporter care, digital and data teams to identify recurring supporter journey issues and make recommendations for improvements.
- Support on implementing our effectiveness evaluation approach to supporter experiences, journeys, and initiatives. Regularly reporting on key metrics and using findings to drive continuous improvement in collaboration with the digital and data team.
- Support on conducting research and analysis to gain insights into supporter behaviours, preferences, and pain points. Utilize data-driven insights to inform decision-making and enhance supporter journey initiatives.

Driving the adoption of supporter-first approach

- Develop and foster excellent working relationships to establish buy-in for a data-driven and supporter-first approach to fundraising across the charities and be prepared where necessary, with sound rationale, to recommend solutions that meet supporter needs, strategic objectives, and journey best practises.
- Help to drive a culture of continuous improvement by identifying opportunities for innovation and optimization within the supporter journey. Implement feedback loops and mechanisms for ongoing refinement of supporter experience strategies.
- When necessary, work with stakeholders to understand detailed operational processes and identify opportunities for a supporter-first approach to help fulfil their requirements.
- Keep up to date with supporter-centric industry trends, techniques, and best practices related to supporter experience and supporter journeys and share learnings with stakeholders.

Work environment

- The post holder should expect to:
- Work in a hybrid hot desk environment, generally working 2 days a week in the London office and three from home.

	<ul style="list-style-type: none"> • Be responsible for the input and maintenance of databases and files relevant to the post requirements. • Will occasionally be required to attend events in the evening and at weekends.
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Person Specification

What we're looking for	
Experience:	<ul style="list-style-type: none"> • Experience of developing best in class user journeys and experiences in the commercial or non-for-profit sector. • Experience leading complex cross channel journeys or communication plans from start to finish. • Experience of facilitating or supporting on user research activities including focus groups, surveys, and user testing. • Experience in reporting, evaluating, and testing. • Experience of facilitating workshops both virtually and in person.
Skills, abilities, and knowledge	<ul style="list-style-type: none"> • Ability to interpret complex requirements and user needs and make recommendations of implementable solutions. • Proven understanding of how best to use data insight and analysis to make decisions and inform actionable plans. • Knowledge of a Fundraising Database (e.g. Raiser's Edge or Salesforce) • Knowledge of analytic tools (e.g., data dashboards). • Knowledge and demonstrable experience of adhering to GDPR and PECR laws and codes of conduct. • Understanding of NHS Charities or healthcare fundraising.
Personal attributes:	<ul style="list-style-type: none"> • Excellent interpersonal skills and negotiation skills with the ability to motivate and influence people. • Ability to work as part of team and also to use own initiative. • Willingness to work hard and attend, where necessary commitments outside normal office hours.

How to apply

Thanks for your interest in working with us.

We're working hard to ensure we recruit great people and minimise unconscious bias in our selection process. To support this, our system anonymises applicants and we use a combination of your CV and role specific application questions to assess your suitability for the role.

To find out more about the role, please contact jobs@gsttcharity.org.uk