Job profile
MARKETING STRATEGIST – EXISTING AUDIENCES
ABOUT US

We are an international development organisation putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world’s toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We’re a global change-making group. The group consists of a UK registered charity with community projects in Africa, Asia and Latin America, an independent development publishing company and a technical consulting service. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

OUR AIMS

We help people find solutions to some of the world’s toughest problems, made worse by catastrophic climate change and persistent gender inequality. Our aims are to:

- Make agriculture work better for smallholder farmers, many of them women, so they can adapt to climate change and achieve a good standard of living
- Help more people harness the transformational effects of clean affordable energy and reduce avoidable deaths caused by smoke from indoor stoves and fires.
- Make cities in poorer countries cleaner, healthier places to live and work.
- Build disaster resilience into the lives of people threatened by hazards – reducing the risk of hazards and minimising their impact on lives and livelihoods.

HOW WE WORK

We work on holistic solutions that change systems and have a framework to help us achieve our aims:

- Analyse the root causes of a poverty and vulnerability
- Define the change at scale we need to make
- Develop activities along three complementary paths: Demonstrate, Learn and Inspire.
  - Demonstrate that our solutions are sustainable in the real world
  - Learn by capturing evidence and adapting our approach

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- Inspire wider support to multiply our impact.

OUR ORGANISATION

Practical Action is an unconventional, multi-disciplinary change making organisation

- A highly innovative community development charity operating in Africa, Asia and Latin America. **Practical Action** community projects use ingenious ideas to design, test, refine and prove new ways to overcome poverty and disadvantage and then ‘open-source’ knowledge of what works so that it can be implemented at a greater scale by others.

- A world-class consulting operation that helps socially responsible business, government policy makers and other development organisations. This draws on learnings from our own development work as well as the combined brainpower of a roster of over 2,000 expert consultants. **Practical Action Consulting** helps to extend the reach of our influence by providing the best advice to others, whose work can make a bigger difference.

- A well respected specialist development publisher. **Practical Action Publishing** brings together development practitioners, researchers and thought leaders to create publications that stimulate discussion, strengthen peoples’ capabilities and inspire sustainable change.
Practical Action

ABOUT THE ROLE

Our Vision
Practical Action’s vision is of a world that works better for everyone.

About the Role
This is a highly strategic role in our External Engagement and Marketing unit focused on increasing engagement, lifetime value and income from our individual giving supporter base.

Together with the Marketing Strategy and Planning team you will be responsible for developing deep audience and channel insights, and use these to propose and drive marketing, fundraising, engagement and communications strategies that deliver to Practical Action’s wider mission and specific objectives for your audiences.

To achieve this you will need to develop a sophisticated understanding of our marketing strategy, our current audiences and our brand strategy. You will take the lead on understanding what drives and motivates our existing audiences, why they engage with us, their capacity to support and their marketing preferences.

You will use these insights to drive up lifetime value of this supporter base, at all stages of their journey from us – from new recruit to legacy pledger.

You will look beyond our current supporter engagement, fundraising and marketing strategies to propose new ways of retaining and sustaining support from this important audience.

Scope

<table>
<thead>
<tr>
<th>Title</th>
<th>Marketing Strategist – Existing Audiences</th>
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<tbody>
<tr>
<td>Directorate</td>
<td>Marketing Directorate</td>
</tr>
<tr>
<td>Reporting to</td>
<td>Head of External Engagement and Marketing</td>
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<tr>
<td>Direct reports</td>
<td>None</td>
</tr>
<tr>
<td>Groups</td>
<td>External Engagement and Marketing, Supporter Experience and Digital</td>
</tr>
<tr>
<td>Financial scope</td>
<td>Responsibility for optimising our annual external spend on supporter retention and development (c. £250k pa) and for making recommendations on when we can scale up activity. Responsible for marketing and fundraising strategies that deliver at least £9m unrestricted income per year.</td>
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<tr>
<td>Location</td>
<td>Rugby, Warwickshire</td>
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<tr>
<td>Duration</td>
<td>Permanent</td>
</tr>
<tr>
<td>Grade</td>
<td>B – range from £37,968 - £42,562 p.a. depending on experience</td>
</tr>
<tr>
<td>Travel</td>
<td>Not required for role</td>
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Accountabilities

- To be responsible for proposing (and agreeing) clear goals and targets for the supporter audiences and work with colleagues to determine the marketing strategies and activities that will deliver these.

- On agreement of the marketing strategies, you will be responsible for ensuring their implementation, monitoring their success and proposing their evolution.

- To be accountable for strategies that increase giving from our existing supporters across cash donations, regular giving, legacies, gift aid and other giving products.

- To be responsible for devising strategies that deepen supporters’ engagement with us, such as through our social media platforms, and equip and encourage supporters to endorse and refer us to their networks.

- To be accountable for devising plans to improve lifetime value and retention of supporters who give up to £5k per annum and the related income streams.

- To ensure that we are on track to meet our targets note when we are not, and recommend what we can do to correct our course.

- To be responsible for identifying where we have growth potential that we are not realising and making recommendations for how to achieve this.

- Responsible for ensuring we plan an excellent supporter experience that drives up lifetime value, is cost effective and maximises opportunities for growth and retention of supporters.

- You will be responsible for ensuring the quality of briefs for activities that result from your strategies and together with the Marketing Campaigns Manager and Brand and Stories Manager ensure that deliverables are of a high quality and fit for purpose.

- Review and analyse data to quantify results and provide actionable insights in bringing together solutions and opportunities to support business decision making processes.

- To embed data insight into marketing strategies.

- Any other duties commensurate with the level and grade of the role which may from time to time, reasonably be requested by the line manager.

Financial Scope/Responsibilities:

Responsibility for optimising our annual external spend on supporter retention and development (c. £250k pa) and for making recommendations on when we can scale up activity.

Responsible for marketing and fundraising strategies that deliver at least £9m unrestricted income per year.

WORKING RELATIONSHIPS

The role holder will work very closely with the other marketing strategists and senior members of the Marketing Strategy and Campaign Unit to turn audience insight into executable campaigns consistent with key messages and brand campaigns.
Working closely with the Supporter Experience and Digital Unit primarily to brief data and market analysis that drives decision making. You will also provide audience insights that enable the digital and supporter services teams to develop user journeys and stewardship tools that meet evolving audience needs and expectations.

Working closely with UK Finance to determine the cost base and value for money of our supporter retention strategies.

**Person Profile**

To be successful in the role, the ideal candidate will be able to demonstrate:

**Specific skills required:**

- Strong marketing planning experience coupled with digital and social media skills
- Planning and measuring engagement with target audiences
- Highly numerate, able to assimilate and make sense of complex data and research
- Able to brief all kinds of analysis and then determine the “so what” and the “do what” with this
- Ability to build complex models of engagement and set up testing programmes. Ability to deal with imperfect data on which to draw up hypotheses and make recommendations.

**Specific experience required:**

- Degree educated with a qualification in or considerable experience of marketing, market research or related discipline
- Extensive marketing experience ideally gained in multidisciplinary settings and experience of marketing planning
- Significant recent charity supporter marketing experience is essential
- Good working knowledge of charity marketing and fundraising, especially targeted at individual giving
- Ability to brief, analyse, blend and interpret data and market research
- Strong analytical, conceptual and problem solving skills with the ability to clearly and simply communicate insights to a diverse set of stakeholders
- Highly IT/analytical literate with a demonstrated ability to use excel and manage data effectively.