



<b>Role title</b>	Integrated Engagement Programme Lead	<b>Directorate</b>	Income Generation
<b>Location</b>	Stroke Association House, London. Other SA office locations will be considered.	<b>Accountable to</b>	Beneficiary and Supporter Engagement Director
<b>Travel requirement</b>	Semi-regular (teams currently divided across London and Bromsgrove offices)	<b>Accountable for</b>	No direct reports. Ensure matrix structure delivers agreed plans
<b>DBS check</b>	No	<b>Core Role Anchor Level</b>	Ensure

<b>Hours</b>	<b>35 (flexibility will be considered)</b>	<b>Grade</b>	<b>F</b>	<b>Salary</b>	<b>Circa £46,600 per annum (including £3,299 inner London weighting) pro rate if part time</b>
<b>Contract type</b>			<b>Fixed term for 1 year</b>		

**Stroke Association. Rebuilding lives after stroke.**

When stroke strikes, part of your brain shuts down. And so does a part of you. That’s because a stroke happens in the brain, the control centre for who we are and what we can do. It happens every five minutes in the UK and changes lives instantly. Recovery is tough, but with the right specialist support and a ton of courage and determination, the brain can adapt. Our specialist support, research and campaigning are only possible with the courage and determination of the stroke community.

We believe everyone deserves to live the best life they can after stroke. And it’s a team effort to get there. We provide specialist support, fund critical research and campaign to make sure people affected by stroke get the very best care and support to rebuild their lives.

Every five minutes, stroke destroys lives. Help us rebuild them and join our team.

ROLE PROFILE - Beneficiary and Supporter Engagement Programme Lead May 2019

## **Directorate**

The Stroke Association is dependent upon voluntary support for over two thirds of its income and our Income Generation Directorate plays a vital role funding our research programmes, campaigns and helpline support and underpins our services supporting stroke survivors. It also covers the core costs of running the Association. Last year we raised £23.4m from individuals, companies, trusts, foundations and community organisations. We believe that there is potential to do so much more and under the leadership of a new CEO and Executive Director of Income Generation we are developing a new strategy for doubling income from voluntary fundraising. This new strategy will focus on long term partnerships and sustained support from key stakeholders.

## **Purpose of role**

The Stroke Association has a new strategy with three overarching goals: make stroke the priority it needs to be; ensure that everyone affected by stroke has access to the rehabilitation and lifelong support they need; partner with people and communities to help them take action on stroke.

As part of this, we are focused on building an integrated approach to developing more meaningful and mutually beneficial relationships with supporters and beneficiaries that will lead to more people getting support from and giving support to the Stroke Association. This necessitates scaling up both beneficiary and individual supporter numbers via responsive marketing and audience stewardship to connect with those closest to stroke and deliver tailored relationships aimed at maximising the value they receive whilst building the consideration to support required to underpin future growth.

The post-holder will co-ordinate delivery of this vital new approach. . You will work closely with the Programme Director and the Engagement and Experience Lead to co-ordinate (and sometimes directly deliver) recruitment and stewardship campaigns towards acquisition, retention and income targets, working alongside a wide variety of supporter and beneficiary marketing income generation, legal and stroke support teams. You will also share responsibility for the ongoing monitoring and reporting of the performance of the programme through robust project/programme management.

This post is initially fixed term for one year, providing sufficient time to establish the new structure and approach before reviewing options for the further development of the programme structure.

## Key responsibilities of role

Responsibility areas	Performance Indicators	Key Competencies
<p><b>Ensure delivery of Beneficiary and Supporter Engagement journeys and campaigns.</b> Lead / co-ordinate the planning and delivery of agreed campaigns, working closely with relevant teams to ensure that plans are transformed into compelling creative propositions in line with strategic objectives and within agreed planning and budget parameters.</p>	<ul style="list-style-type: none"> <li>Plans to deliver scale and value delivered according to agreed milestones.</li> <li>Matrix management structure successfully optimised over time to deliver agreed value KPIs.</li> <li>KPIs are agreed at campaign and journey level.</li> <li>Campaigns are optimised to deliver these outcomes and activities are executed to deliver on KPIs</li> </ul>	<p>Leadership Business Acumen Improvement and Innovation Communication and Collaboration Change readiness</p>
<p><b>Definition and coordination of beneficiary and supporter value exchange.</b> Work with the Programme Director, Engagement and Experience Lead and other senior colleagues across the organisation to ensure that work is aligned with all mass supporter activities (campaigning, volunteering, trading etc.) as well as the beneficiary experience (recruitment activities, helpline delivery, My Stroke Guide, face to face stroke support coordination services etc.).</p>	<ul style="list-style-type: none"> <li>Value framework and hierarchy developed and mutually agreed.</li> <li>Framework applied to KPIs for delivery of initial work streams and initial results used to inform refinement.</li> <li>Opportunities for growth and improvements are identified and acted upon.</li> </ul>	<p>Leadership Business Acumen Communication and Collaboration</p>
<p><b>Provide Programme Management support.</b> Propose agendas, establish and maintain the workstreams/programme framework, work delivery</p>	<ul style="list-style-type: none"> <li>Programme Leadership and Governance Groups work effectively and are clear about priorities and delivery objectives.</li> <li>Meetings work efficiently and progress</li> </ul>	<p>Business Acumen Communication and Collaboration</p>

schedules, monitoring and evaluation etc.	monitored clearly with regular reports to the Governance Group.	
<b>Work alongside Income Generation Directorate departments to</b> ensure that the work of the programme is increasingly integrated into and supports growth in Individual Giving and Regional Fundraising departments. Specifically work with Stewardship and Insight to work towards a propensity to support model which is then used iteratively to inform and optimise the beneficiary to supporter journey and used by the team to drive sustainable long term supporter value.	<ul style="list-style-type: none"> <li>• Regular reviews of progress against agreed milestones for growth with particular focus on building scale and long term net financial value.</li> <li>• Income generation growth realised</li> </ul>	Leadership Business Acumen Communication and Collaboration
<b>Work alongside colleagues in the Stroke Support Directorate and Beneficiary Marketing team to deliver strong value propositions for a range of support programmes for beneficiaries.</b> Ensure that the work of the Programme is fully integrated - specifically that the promise made in responsive marketing communications is deliverable and delivered by the organisation in a way which aims to exceed beneficiary demands.	<ul style="list-style-type: none"> <li>• Delivery of demand does not exceed service capability and positive supporter and beneficiary feedback is maintained or increased.</li> <li>• Beneficiaries are better able to navigate our stroke support pathway</li> <li>• Beneficiary services customer experience indicates promise is being delivered.</li> </ul>	Business Acumen Communication and Collaboration Change readiness
<b>Supporter Care, Supporter Database and helpline.</b> Work alongside these teams to support the delivery of a world-class experience for all	<ul style="list-style-type: none"> <li>• The supporter experience and beneficiary experience is sufficiently integrated as evidenced by periodic satisfaction surveys and agreed increase in % of CRM</li> </ul>	Improvement and Innovation Communication and Collaboration

Stroke Association supporters and beneficiaries.	beneficiaries becoming directly engaged in supporter activities	Change readiness
<b>Legal compliance.</b> Ensure the programme acts in compliance with all external legal and UK best practice guidelines relating to fundraising and other supporter activity with individual members of the public as well as with respect to management of beneficiary data and the separate requirements defining patient / client needs.	<ul style="list-style-type: none"> <li>Beneficiary and supporter data is centrally managed and regulated in such a way to afford legal compliance and optimise value of agreed journeys</li> <li>Regular monitoring and reporting of complaints and compliance in key agreed areas.</li> </ul>	Business Acumen Improvement and Innovation
<b>Represent the interests of the organisation when dealing with agencies and other external suppliers and ensure that the Stroke Association brand is accurately communicated to audiences.</b> Work with the Director to ensure that external agencies providing services in support for the Programme are professionally managed, ensuring optimal performance and integration with existing suppliers and internal marketing services specialists.	<ul style="list-style-type: none"> <li>Contracts agreed by Executive Director.</li> <li>KPIs for agencies agreed and met.</li> <li>Brand guidelines followed and opportunities to communicate brand to agreed audiences maximised.</li> </ul>	Leadership Business Acumen Communication and Collaboration
<b>Participate selectively in transversal meetings to ensure coordination, understanding and support for the programme.</b> Agree which coordination and team meetings to participate in based on balancing	<ul style="list-style-type: none"> <li>Key specialists in all directorates are fully conversant with Programme priorities and support the need for integration.</li> <li>Participation in meetings evolves in an agile way to meet current needs rather</li> </ul>	Leadership Business Acumen Improvement and Innovation Communication and

the need to introduce new ways of working with the need to deliver the core goals of the programme.	than remaining static.	Collaboration Change readiness
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### Mandatory responsibilities of role

Responsibility areas	Performance Indicators	Key Competencies
To ensure that you manage and develop your own and the Programme's performance	<ul style="list-style-type: none"> <li>Evidenced selective attendance at personal training and internal events</li> <li>All mandatory training is completed</li> <li>Performance and Development Review completed to standard.</li> </ul>	Leadership Improvement and Innovation
To follow the Stroke Association's policies and procedures	<ul style="list-style-type: none"> <li>Familiar with competency framework including values, mission and vision.</li> <li>Accessed and read the Staff Handbook and any relevant policies and procedures to your role.</li> <li>Willing to travel during the course of your duties with possible overnight stays away from home.</li> </ul>	Change Readiness Business Acumen
To contribute to any project work as required and to undertake any other duties commensurate with the purpose and remit of the post.	<ul style="list-style-type: none"> <li>Examples of project work.</li> </ul>	Business Acumen Improvement and Innovation Communication and Collaboration Change readiness

## Person specification

Education	Essential/ Desirable
Educated to degree level	Essential
Post graduate qualification in marketing, business or related subject	Desirable
Willingness to undertake training and continuing professional development	Essential
Experience	
Experience of using technology and IT systems	Essential
Experience of developing and delivering strategic fundraising / marketing change programmes, identifying and implementing improvements in business activity and performance	Essential
Strategic understanding of audience insight and journeys / segmentation	Essential
Experience and understanding of change management	Essential
Proven ability in the development of business development strategy (or similar) and implementation of operational plans to achieve strategic objectives	Essential
Working with and influencing senior stakeholders, preferably in a matrix management context	Essential
Experience and understanding of good supporter and beneficiary care, including legal / best practice compliance	Essential
Experience and understanding of good data management, including regulation and ability to use and manage data to support income growth	Essential

Experience of applying gained insight to strategic planning for service business marketing/development	Desirable
<b>Skills and abilities</b>	
Excellent written, verbal and interpersonal skills with the ability to develop positive internal and external relationships at all levels	Essential
Analytical and able to use business acumen to identify, assess and develop new fundraising opportunities	Essential
Open-minded; embraces and leads change, comfortable taking calculated risks, possessing high levels of resilience	Essential
Optimistic and persistent in the face of challenges	Essential
Ability to deliver strategy and plans across matrix structure	Essential
An understanding of charity governance, the legal framework and financial accounting framework.	Essential
Knowledge of fundraising best practice and compliance whilst maintaining a focus on beneficiaries, and general supporters	Essential
<b>Other requirements</b>	
Ability to demonstrate an understanding and commitment to our corporate values	Essential
To be committed to the principles of equal opportunities and diversity	Essential
To have an understanding of stroke	Desirable

This information will be used as part of the shortlisting process.