

Mass Engagement Lead

About BookTrust

BookTrust is the UK's largest children's reading charity. We know that children who read are happier, healthier, more empathetic, and more creative. They also do better at school. Our aim at BookTrust is getting every child reading – regularly and by choice. With the long-term impact of the pandemic on children's lives, and with an ever-widening gap for the most disadvantaged children, our work has never been more important. We have a new ambitious five-year strategy with a deep commitment to doing ever more to support children and families from disadvantaged backgrounds in reading.

We deliver our mission through evidence-based interventions that reach over three million children and families each year from 0-13 with a strong focus on the early years. We work with a network of skilled delivery partners; with every local authority across England and Wales, health visitors, schools, libraries, social workers and early years workers; an incredible and increasingly diverse community of children's authors and illustrators; and with committed and expert support from publishers.

Location: Battersea, London or Leeds

Contract: Permanent

Salary: £55k - £58k London and £48k to £51k nationwide

This post holder will report to: Director of Income

This post holder will manage: Team of six

Background to the role

As part of our new strategy we aim to grow our income significantly over the next five years. (Our current income is c£10m pa). We have strong and realistic foundations for this aim and a secure base of income from long term committed funders including the Arts Council of England, the Welsh and Northern Ireland governments. These funders enable us to reach children through our flagship programmes, but with a huge amount of new work under development, securing new income streams is a high priority for us.

A review of our current income streams has identified that individual giving has significant potential. Individual giving currently raises £1.2m through a successful COG programme with donors almost exclusively recruited via inserts and one cash appeal at Christmas run mainly via social media and email. These demonstrate that people will support us and give us an excellent base from which to grow.

The Mass Engagement team sits in the Communications & Development team which also includes the Digital, Marketing, Communications and High Value Giving teams.

The Mass Engagement Lead is a new post at BookTrust. The postholder will substantially grow individual giving income by increasing the range of new donor audiences, expanding the range of fundraising channels and developing new fundraising products. Trustees have committed to investing in individual giving to make this a reality.

The postholder will also be responsible for our schools marketing of Bookbuzz and Letterbox Club which are sold to schools (mainly via digital channels) and last year reached over 200,000 children.

We are looking for a successful fundraiser who is expert in a variety of digital fundraising techniques across acquisition and retention. You will provide the vision and strategic direction for the Mass Engagement team, delivering ambitious targets and ensuring the programme enhances our brand. You will be an innovator, deeply collaborative, data driven with demonstrable success in growing income from a range of channels and developing existing and new income generating products.

Key responsibilities

Programme

- Develop and implement an individual giving strategy to maximise income through acquisition, retention and uplift from a range of sources, prioritising digital channels.
- Develop, manage and monitor the annual Mass Engagement budget and donor base projections, providing clear and timely reforecasts and management information, using this to manage risk, guide decision-making, corrective action and investment.
- Develop a test, learn and scale programme to recruit and steward new COG and cash donors through a range of channels.
- Oversee continued development of our COG inserts acquisition programme.
- Oversee research to better understand our existing donor base and to identify new donor audiences.
- Develop a robust donor retention programme designed to maximise giving.
- Develop and implement a legacy marketing strategy in 23/24.
- Oversee Bookbuzz and Letterbox Club marketing to schools. Undertake a review of Letterbox Club marketing (£1.5m) with a view to initiating test and learn in 23/24.

Relationships

- Develop, lead, motivate and manage a highly effective team to achieve stretch goals, managing team performance on an ongoing basis, rewarding success, and acting on under-performance.
- Collaborate with internal colleagues on the development of new and existing campaigns and activities.
- Work closely with the Head of Digital to develop and deliver a plan to optimise the website and owned social media channels for income generation.
- Develop a culture of innovation, testing and learning, ensuring that activity remains vibrant and relevant to changing environmental and internal factors,
- Work with other colleagues in the Communications & Development team to embed a culture for fundraising success and support for income generation within the wider organisation.

General

- Play an active role as a member of the Communications & Development leadership team and as part of the wider BookTrust leadership team.
- Ensure that all activity is compliant with regulatory and legal requirements and best practice relevant to fundraising and marketing and in line with BookTrust policies.
- Ensure that procedures and processes in the team are clear, efficient and documented.
- Become an expert in BookTrust's current activities and future plans.

- Be responsible for meeting financial and non-financial targets as agreed with Director of Income.
- Bring innovation, improvement and opportunity to the individual giving programme by keeping up to date with developments in the sector.
- Undertake any reasonable tasks from time to time at the line manager's request, as may be deemed appropriate within the scope of the post.

PERSON SPECIFICATION

CRITERIA

Knowledge
<ul style="list-style-type: none"> a) Knowledge of fundraising and marketing legislation and best practice. b) Knowledge of a range of acquisition, stewardship and retention methodologies. c) In depth knowledge of donor motivation techniques and strategies.
Experience
<ul style="list-style-type: none"> d) Experience of developing fundraising strategies that have resulted in income grow. e) Track record of success in growing income from individuals through a range of digital channels in particular email, paid social, SEO and PPC. f) Experience of developing new income generating products using test and learn. g) Experience of leading, managing and inspiring a team to achieve targets. h) Experience of embedding strategic thinking and planning. i) Effective budget management, driving efficiencies and effectively supporting priorities to deliver long term sustainable advantage. j) Experience of using data to inform decision making.
Skills and abilities
a. Ambitious and fast-paced; strong personal drive and self-motivated.
b. Ability to work in a collaborative manner.
c. Ability to use own initiative and to make decision within the boundaries of the role which may have medium to long term impact.
d. Ability to develop creative and innovative approaches.
e. Excellent written and verbal communication skills and ability to clearly articulate a strategic direction and plan.
f. Demonstrable capacity to generate imaginative, innovative, cost-effective solutions to complex market problems.
g. Comfortable to lead change and work within a changing context.
h. Outcome orientation, well-organised, solution-focused, able to prioritise.
i. Excellent analytical skills with the ability to use data for insight and to aid decision making.

Other information

- The post will be based in our offices in Battersea, London. All staff are expected to work from the office on Tuesdays and Wednesday (Covid permitting) and may choose to work from home or the office on other days.
- There may be a requirement for occasional evening or weekend work consistent with the seniority of the position

Other benefits

- 28 days holiday, plus public holidays
- Employee Assistance Programme
- Pension scheme (7% employer contribution)
- 3 x salary life assurance
- Season ticket loan scheme
- Childcare Voucher Scheme

Want to join us? Find out more about who we are at: <https://www.booktrust.org.uk/about-us/work-at-booktrust/>

Our Commitment to Diversity and Inclusivity

We aim to provide an inclusive recruitment process and actively welcome applications from diverse talent pools: BAME candidates, candidates with disabilities and long-term conditions and candidates from underrepresented communities.

We are committed to equality of opportunity and want to ensure we have an accessible application process for all candidates. If you need any reasonable adjustments or would like us to do anything differently during the application process, please contact our HR team on HR@booktrust.org.uk or 020 7801 8855/8856 to discuss your requirements further.

BookTrust is committed to safeguarding and promoting the welfare of children. The recruitment and selection process reflect our commitment to safeguarding therefore, the suitability of all prospective employees will be assessed during the recruitment process in line with this commitment, and pre-employment checks.