

# Job Description



**Job title:** Fundraising Audience Lead Manager

**Department:** Fundraising

**Reporting to:** Director of Fundraising

**Salary:** £44,000 per year

**Hours:** 35 per week

**Location:** Based in London

**Contract type:** Permanent

## Aim and influence

The Audience Lead will be responsible for ensuring the fundraising team is truly driven by an audience focus, insight and curiosity. Shifting the fundraising department from its current product led approach to one where the strategy and all subsequent plans and tactics are audience focused

## Financial and supervisory responsibility

£100k Budget

Matrix influence over the Fundraising dept

## . Other key details

Crisis' current homeworking policy requires staff to work from a Skylight or a Crisis Office for at least one day a week or two days per fortnight



**Together  
we will end  
homelessness**

Job title, location, date – Job Pack

## Organisational chart

*Please note structure is subject to change*

## Job responsibilities

- Ensure there is a full and detailed understanding and insight about our audiences, and use this knowledge to educate staff to create a truly audience focussed department
- Identify gaps in audience insight and commission new insights and market research as needed, working closely with the Communications Planning and Strategy Manager, Data & Insights and Research & Evaluation teams, and other supporter-facing teams
- Identify current and future growth audiences and areas of opportunity to allow us to deliver on our strategic goals
- Embed directorate-wide understanding and application of insight and research resources, including Crisis' motivational segmentation. This will include training teams and sharing with new staff as part of inductions.
- Set measurable KPIs around deep audience and curiosity-led culture change within fundraising and deliver the steps required to get there.
- Work with the Communications Strategy and Planning Manager to contribute to a bird's eye view of our audiences and support integration within Fundraising and across the charity
- Provide regular department-wide immersion in insight and inspiration
- Work closely with teams on projects to ensure they are driven by strategy and insight
- Encourage testing, curiosity and experimentation
- Help to shape innovation projects that align with audience growth opportunities
- Work closely with Marketing to ensure Fundraising is aligned on audience and brand strategy
- Identify training needs and provide upskilling on insights, briefing and research where necessary

## General responsibilities

- Actively encourage and support member involvement within Crisis
- Develop an understanding of homelessness and Crisis' aims
- Follow Crisis policies and procedures, including health and safety
- Carry out other reasonable duties that may be required

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## Person Specification

### Essential

- 1 Strong strategic marketing thinking and planning skills
- 2 Knowledge of marketing channels and approaches, and emerging trends
- 3 Significant experience with actionable market and audience research, with background in both qual and quant research
- 4 Strong brief writing skills
- 5 Ability to communicate quantitative and qualitative research findings in a simple manner
- 6 Ability to present actionable insights to stakeholders at all levels
- 7 Ability to work well with different teams by both inspiring and informing
- 8 Logical problem-solving skills
- 9 Knowledge of different media and emerging trends
- 10 Inquisitive that questions the status quo, proactively challenges assumptions and brings an outside perspective in
- 11 Commitment to Crisis' purpose and values including equality and social inclusion

*We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.*