

## Supporter Acquisition Manager

**Salary: circa £38,000** (inner London weighting £3,299 per annum or outer London weighting £1,755 per annum may be applied in accordance to where you live) Only applicable for Nationwide/London borough areas

**35 hours per week**

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.

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.

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We're looking for an experienced and driven individual to join our Growth and Acquisition team within Mass Engagement. You will be joining the Stroke Association at an exciting and important stage as we launch a new campaign to boost our brand awareness and continue to develop, diversify and significantly build our individual donor bases and income.

Your significant experience within supporter acquisition will stand you in good stead as you take responsibility for delivering growth and income across the cash, regular giving and lottery programmes, across multiple channels. If you have a proven track record in innovation, recognising and developing key opportunities for new supporter recruitment, then this could be the role for you.

You'll work closely with colleagues right across the organisation to support growth in income and engagement.

We're looking for someone with key strengths and experience in the following areas:

- Multi-year budget development, planning and forecasting
- Developing and delivering multi-channel, high volume response and test campaigns
- Innovation and insight-led product / proposition development / audience personas

- Charity / marketing legislation and regulation
- Line management experience
- Strong interpersonal / communicative skills

Find out more in the role profile.

We are working to build a more diverse organisation. One where we recognise and promote everyone's individuality with kindness, and where we harness the value and diversity that everyone brings to help deliver our goals. We encourage applications from anyone who wants to be part of that future. And in particular, we would encourage anyone with lived experience of stroke to apply.

**Interviews will be held via video conferencing. Please let us know if this will present any challenges when you email your application.**