



Supporter experience lead

Is this role for you?

Are you someone who believes in the fundamental importance of providing amazing experiences to charity supporters?

This is at the heart of everything we do.

Are you also someone who values insight and evidence?

We believe that the best decisions are informed by a solid foundation of insight.

And are you galvanised by using insight to take action and make change?

We help charities improve their supporter experiences by turning insight into action.

If this is you, then you could be joining a fast-growing company with an established reputation to work with a wide range of charities, helping them to improve their supporter experience as our Supporter Experience Lead.

Who are we?

At About Loyalty, we create unique and powerful insights for charities, helping them understand the emotions that underpin the 'why' behind supporter behaviour. But understanding the emotions is only part of the story: we also work closely with our clients to help them turn these insights into action.

We are committed to helping charities improve their supporter experience, grow loyalty and nurture sustainable, long-term support that makes real change in the world.

This could be through tangible plans for specific communications, or it could be through creating cultural change. We work with hands-on practitioners, senior leadership teams, and everyone in between.

In short, we help charities understand and measure their supporter experience - however and wherever they need us:

We inspire people

We pride ourselves on being experts in the science of supporter loyalty. We willingly share our expertise, our experience, our insights, our ideas and our passion. We hope that this inspires every charity to measure their loyalty and use this insight to improve their supporter experience.

Our customers are delighted

We make the lives of our charity clients as easy and worry-free as possible by delivering everything we promise smoothly, without error and on time. And should anything go wrong, we resolve it speedily.

We have real impact

We exist to help charities provide a better experience for their supporters, which will grow loyalty and long-term income - a win for the charities, for supporters and for the beneficiaries and the causes we serve. We listen to our clients, we hear their needs and their challenges, and we identify solutions with them.

What will you be doing?

All of the charities we work with already know how good their supporter experience is, because we help them measure it using The Chase Index (see Appendix, below). These charities know where the experience is good, and where it needs improvement.

As Supporter Experience Lead, your role will be to **help each of these charities put practical and achievable plans in place**, based on the insights we have created together, to improve their supporter experience.

We work with charities in lots of ways – from bespoke analysis and consultation, to supporting in-house projects that are based on our research and insights. You will have the opportunity to support our charity clients in all of these ways, as a coach and critical friend, alongside Roger and Richard.

But the most important part of your role will be **designing, developing and delivering the action planning sessions** which focus on each charity's insights and priority areas for action.

This role is perfectly suited for someone with these skills and experiences:

- **Listening and understanding.** You will be working with lots of charities. They each have different nuances with people, culture and process. Each needs a unique approach.
- **Facilitation and coaching.** You will be delivering planning sessions involving a wide range of different charity roles, inspiring and supporting them to turn insights into action.
- **Outcome-focused, with a knack for simplicity.** The plans need to drive action and so need to be clear and uncomplicated. A good example is helping to set KPIs for improvement.
- **Attention to detail and tenacity.** You must be a safe pair of hands for each charity, leaving no stone unturned and being on top of multiple relationships at the same time.
- **Outstanding communication skills.** It's incredibly important to all of us that we deliver amazing experiences to the charities we work with. After all, we should be setting the best example!
- **Having "been there" helps.** You've probably already worked in a charity, and have almost certainly had a hand in working towards improving their supporter experience. But aptitude and attitude are more important to us.

We can teach you about research, about client servicing, about measuring loyalty and about what creates highly loyal supporters. But what we'll expect from you above all else is a passion for charities and for the supporter experience. A thirst for knowledge and understanding. A drive for delivering excellent client experiences. A pride in a job well done. And the pleasure we all get in knowing we've made a difference.

What can we offer?

We're small, with lots of plans. We can't offer you well-honed processes and systems and structure. Because that's not the way the world gets changed!

However, we can give you a platform to have a real impact in the world, by working with a very large (and growing) number of charities to help them improve the supporter experience. This comes with the satisfaction of knowing you're making a difference: for charities, supporters and beneficiaries around the world.

You'll be one of the team, working closely with Roger, Richard, Kay and Anton. We are preparing to launch in more countries around the world, we're developing new products and services for small and large charities, and we're creating communities focused on sharing lessons and creating action plans.

Our ambition is big - we want to change the way charities all over the world inspire their supporters. We need you to join us, to be part of the team on our journey. And of course, to make sure that our friends have excellent experiences with us along the way.

If this sounds exciting, come and join us and make a difference.

We will reward you for being part of the team:

Salary: up to £50,000-pa, depending on experience
Benefits: Four-day week; five weeks' annual leave plus Bank Holidays
Location: Remote (home-based)

About Loyalty is dedicated to fostering a workplace environment without any form of discrimination or harassment. We expect every member of the About Loyalty community to play their role in nurturing and upholding an atmosphere where every individual has the chance to experience inclusion and is treated with the respect and dignity they merit.

We ensure that decisions regarding hiring, compensation, training and performance evaluation are conducted impartially, and we extend equal employment opportunities to all qualified candidates and employees. We continuously endeavour to provide an inclusive setting that extends a warm welcome to every employee and candidate.

Please also note:

- We are advertising this role as a full-time position but we are fully supportive of flexible working so if you are our perfect candidate we will consider some flexibility.
- The nature of the work means that you need to be flexible and at times it is fast-paced, and evening and occasional weekend working (for example, attending a client networking event) may be required. We will endeavour to give due notice where possible.

What happens next?

We have some exciting plans, and we need your help to make them happen. Come and be part of the team and empower charities to improve the supporter experience all around the world.

Are you interested? If so, do drop Richard (Richard@About-Loyalty.com) a line to say so, and we'll be happy to talk to you about the role and our aims in more detail.

Or if you already know enough, please send us your CV along with a note about why this job excites you. We can't wait to hear from you.

Appendix: About Loyalty

*"Companies measure and value customer loyalty. It has been proven to drive profits.
Every charity should measure supporter loyalty. It has been proven to drive impact."*

Who are we?

About Loyalty exists to help charities understand and measure their supporter experience. We believe that loyalty is the passion a supporter feels for the charity, driven by their commitment to what you do, their satisfaction in the way you communicate with them and their trust in you to deliver what you promise.

By measuring loyalty, charities can measure their supporter experience. And when you measure something, you can change it - and it changes you.

Our goal is that **every charity puts supporter loyalty at the heart of their supporter communications strategies:**

- They will focus on growing long-term supporter loyalty, rather than chasing short-term targets.
- They will measure the impact of what they do on the supporter experience, using their loyalty score.
- And they will develop consistently excellent supporter experiences that grow loyalty and maximise long-term supporter value.

We have a set of tools, resources, research, science, advice, insight and expertise to help charities on their journey to understanding and growing supporter loyalty. And with these tools, we shifting thinking in the charity sector, so that charities deepen their understanding of supporter loyalty and are set up to grow loyalty, grow value and achieve more of their own goals, missions and visions. Fundamentally, that's what we're all about.

What do we offer?

About Loyalty offers a range of services to help charities change:

The Chase Index

This annual membership helps charities grow income through growing loyalty. We help charities measure loyalty, diagnose their key drivers of loyalty, prioritise their areas for intervention and then put action plans in place to grow loyalty.

We do this through a combination of research and analysis, workshops and tailored planning sessions.

Loyalty measurement

Growing loyalty is important for all types of supporters. We have developed the insights and methodology to provide tailored modules for measuring the loyalty of campaigners and volunteers and for monitoring legacy intentions.

Supporting charities through change

Ultimately, we're here to help charities change, and we help them along every step of the way. The services above provide insight, and we add to this with bespoke research and analysis projects. We help charities develop the culture, leadership and training required to put supporter loyalty at the heart of its plans. We help segment supporters according to their needs and attitudes, to develop supporter journey strategies, to review existing products and develop new ones, to review their messaging and so much more.

It's exciting. It's important. And it's changing the world for charities, for supporters and for the beneficiaries that we're all here to serve.