



## Role Profile

The Role			
Role Title:	Strategic Planner	Reporting to (job):	Head of Strategic Support
Legacy job titles covered by this role profile:	n/a	Jobs that typically report into this role:	n/a
Function / Org Unit	Strategic Support, Fundraising Operations, Income Generation and wider Directorate	Job Number: <i>(to be assigned by Reward)</i>	IGSS04
Base and travel	Home and Southwater based, limited UK travel for meetings	Band <i>(to be assigned by Reward)</i>	C
Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	0	Budget (Operating/Capital)	£50k
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority & Responsibility for Resources	£5k Postholder will make decisions regarding the communications schedule across the whole Engagement & Income Generation function and what our public audiences view/receive. This has a direct impact on income levels, brand awareness and supporter engagement and retention.

			<p>Postholder will need to decide if the activity links back to the overall strategy. If it does not, post holder will challenge activity is to be challenged and ensure it is realigned to better meet the needs of the Society</p> <p>The postholder will contribute to future strategic plans proactively considering how, in future planning, opportunities are aligned and conflicts of interest are resolved so that we are proactive and not reactive in our approach.</p> <p>Identify &amp; address key issues, opportunities and challenges as they arise and liaise with Senior Management teams (update, escalate and make appropriate recommendations)</p>
Working Environment	Office Working		
Role Purpose	<p>The role will take a holistic and planned view of all RSPCA customer centric activities so that our fundraising and communication is aligned.</p> <p>Leading on the preparation and management of a Strategic Communications Plan that will drive awareness of our work, promote fundraising communications and enhance supporter engagement across all activities.</p> <p>Influencing across RSPCA public audiences, leading on a customer - centric, holistic strategic plan that will drive awareness of our work, promote fundraising communications, enhance supporter engagement across all activity and improve loyalty, providing consistent and prioritized messages.</p>		

<b>Principal Accountabilities</b>	<p>To be the key strategic, planning &amp; advisory function across external facing RSPCA teams to create and manage a strategy for supporter-centric marketing initiatives and communications to ensure we are meeting the needs and interests of our target markets and aligning this with our strategic priorities and values.</p> <p>To lead on the design and implementation of a framework to develop an holistic view of all public engagement activities that is based on data and audience insight and maximises strategic impact, income and engagement opportunities.</p> <p>Influence across public facing teams to ensure all activity links back to strategic need at every stage of the activity/project/appeal.</p> <p>Monitor the volume and content of communications across public audiences so that we are not over or under communicating with our supporters and that the comms resonate and are relevant and timely. Liaising with programme managers to understand their priorities and resolving conflicts using data and audience insight.</p> <p>Responsible for the coordination, alongside campaign sponsors, of integrated cross-directorate campaigns, such as Summer and Christmas appeal that support fundraising and engagement objectives. This includes leading any emergency activity.</p> <p>Use data and insight and a robust testing strategy to understand opportunities to engage the public in a range of RSPCA products and work with teams to collaborate and amplify activity that resonates most with our audiences. Ensure proactive planning becomes the norm and multi-channel is always at the forefront of the process.</p> <p>Enable teams to utilise opportunities to collaborate so that all planning is proactive and the potential for campaigns to be truly integrated and multi-channel is always at the forefront of the planning process.</p> <p>Work across all public facing and back-end engagement teams to understand the context of their activity, looking at opportunities, risks and challenges and providing solutions to any issues.</p> <p>Working with key insight colleagues and others to agree priorities for gathering audience insights and ensuring that it sits at the core of decisions about communications plans and that content, messaging, timing and channel are appropriate for each audience group.</p>
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	<p>Work hand in hand with the Supporter Journey Manager to gather learnings on how communication plans are executed and how they can be improved or amended to meet supporter needs.</p>
<b>Key Interfaces</b>	<p>The post holder influences across all public facing teams including Communications &amp; Marketing, Fundraising, , Volunteering and Campaigns, by leading on communication and activity planning, including integrated appeals. Act as a strong influencer up to senior management to explore relevant opportunities for utilisation of insight across the Society.</p> <p>The post holder will be the subject matter expert for all public engagement activity planning and will be required to work with many stakeholders and key dependency teams. The role is reliant on cross functional activity, where many teams and people need to be consulted, co-ordinated, but the postholder will be required to provide and deliver solutions for any issues that arise. The post holder is required to manage this across various areas outside of their immediate Directorate, including Finance, IT, etc.</p> <p>The post holder will hold regular updates with the Senior Leadership team on activity statuses and any potential conflicts or issues. The focus must always be to ensure we are meeting the supporters' communication needs and wants, through detailed understanding of their motivations and awareness levels.</p> <p>The post holder is required to train all relevant people on the planning process and ensure they understand their part in the process. No activity can happen outside of this process.</p> <p>Some projects also require additional support from external agencies and/or consultants. The post holder will manage the relationship with the external support and this includes overseeing of project plans and timelines. This would especially be the case when developing cross sell journeys. The post holder is also expected to work with sector peers to understand and feedback changing activity, emerging trends and opportunities.</p> <p>The role supports a variety of teams in achieving their priorities, and so the communication needs to be tailored to each of these internal audiences. Communication can be of a technical nature, especially when dealing with data rules and segments and so the postholder is required to convey complex concepts and practises to a wide variety of stakeholders. Postholder is also required to apply their Influencing and conflict resolution skills to address any inter-departmental planning.</p>

	<p>The post holder is required to work with a range of stakeholders across the business on the coordination of activity that will impact income, internal processes and supporter satisfaction. This can mean influencing those outside of their home Directorate to understand the wider impact of the project not being delivered. This includes liaising with Head and Assistant Director level.</p> <p>The activity across Comms, Marketing &amp; Fundraising (CMF) offers a great deal of complexity at each level. The post holder must work across teams to understand all areas and the impact of their activity on other areas, whether that will be complementary or conflicting. This requires a great level of skill, understanding different audiences and messages, whilst trying to implement a consistent approach to our activity.</p> <p>There is a high level of responsibility and accountability associated with this role as well as the ability to take a clear, objective and balanced view of priorities and facilitate solutions where challenges arise.</p>
<b>The Person</b>	
<b>Personal Attributes and Key Competencies</b>	<p>A strategic understanding of fundraising and communications with solid experience of developing and implementing campaigns across multiple channels</p> <p>Demonstrate strategic thinking &amp; insight by being forward-looking, having a big-picture perspective &amp; an awareness of emerging external trends</p> <p>Able to discern &amp; deal with complex issues. Able to provide credible &amp; professional risk based advice.</p> <p>The ability to work autonomously and collaborate successfully across teams</p> <p>Excellent communication skills with the ability to communicate across various levels</p>

	<p>A high degree of determination, resilience and confidence with effective decision making skills</p> <p>Well organised and calm under pressure, with a high level of diplomacy</p> <p>Strong experience of delivering large scale projects to their agreed success criteria. With excellent problem solving and analytical skills</p> <p>Ability to tailor communication and concepts based on audience</p> <p>A strong influencer up to senior level</p>
<b>Essential Key Skills, Qualifications &amp; Experience</b>	<p>Post graduate degree level education or equivalent experience level</p> <p>Current experience of fundraising, communication and engagement concepts/activity</p> <p>Demonstrable understanding of how to use data and audience insights to drive up engagement</p> <p>High level understanding of the role that content plays in delivering a valued experience for individuals and experience of using a wide range of content</p> <p>Experience in managing complex multi-channel communications schedules</p> <p>Experience of successfully managing stakeholder relationships &amp; influencing across the organisation and externally up to senior management level</p> <p>Significant analytical skills and ability to communicate insight to various audiences</p>

<b>Desirable Key Skills Qualification &amp; Experience</b>	
<b>Personal commitment to:</b>	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>
<b>RSPCA Core Values</b>	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p><b>We are compassionate:</b> we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p><b>We are inspirational:</b> we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p><b>We are committed:</b> we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p>

	<p><b>We are expert:</b> we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p><b>We act with integrity:</b> we are honest and trustworthy, we act with integrity, we do what's right.</p>
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Creation and Authorisation			
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>			
<b>Profile written by:</b>	Karlene Amos	<b>Role:</b> Head of Strategic Support	<b>Date:</b> 31 March 2020
<b>Approved by (operations):</b>		<b>Role:</b>	<b>Date:</b>
<b>Approved by (HR):</b>	Luan Moorshead	<b>Role:</b> HR Business Partner	<b>Date:</b> 31 March 2020
<b>Date Job last evaluated:</b>	14 May 2021		