

# United Kingdom Jobs Expertini®

## Sponsor Engagement Improvement Specialist

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Company: World Vision

Location: United Kingdom

Category: business-and-financial-operations

With over 70 years of experience, our focus is on helping the most vulnerable children overcome poverty and experience fullness of life. We help children of all backgrounds, even in the most dangerous places, inspired by our Christian faith.

Come join our 33,000+ staff working in nearly 100 countries and share the joy of transforming vulnerable children's life stories!

Key Responsibilities:

\*Position Location - Remote (Home based) to be determined by the home country of the successful candidate in a jurisdiction where WVI is registered to operate.

\*Please submit your Resume and Cover Letter in English.

### **PURPOSE OF POSITION:**

This role will support, facilitate and lead projects within the ongoing improvement of World Vision's global child sponsorship product experience feature set. The position will support the delivery and production of over 8 million digital and printed engagement features for child sponsors each year, including photos, videos, cards, letters, updates, and reports sent from a sponsored child and their community to their sponsor.

This cross-functional role will support the marketing efforts of the team, helping to drive retention and engagement through effective coordination, communications, and creativity, as well as improve overall quality of the content features by equipping and empowering front-line field staff with clear, simple guidance and resources.

## **KEY RESPONSIBILITIES:**

### **Lead or support individual projects within the Global Sponsor Experience and Engagement Roadmap**

Plan, develop, implement and analyse planned project improvements.

Lead initial and ongoing design conceptualization of improvements to envision and garner feedback from stakeholders.

Collaborate with stakeholders, investigate options, suggest budget requirements and recommend best improvements for sponsors, children and staff.

Facilitate required ideation and development of improvement concepts with input / validation on ideas, proof of concepts and tests, working closely with SOs/NRDs to ensure target market personalization needs are met.

Create or update guidance and training resources for field staff.

Work with technical teams to explore and achieve system capabilities to facilitate and/or drive improvements.

Support and/or improve World Vision's critical quality review/assurances endeavours

### **Capacity Building and Support for front-line volunteers and staff**

Partner in the development of sponsor engagement feature capacity building manuals, toolkits, learning aids and other learning resources in the testing, mainstreaming, and ongoing operational delivery of consistently improved sponsor engagement features

Provide input and recommendations into organizational capability developments based on improvement projects, to ensure field staff of the future have the right skill set to ensure high quality sponsor engagement features.

### **Stakeholder Engagement, Communication and Reporting**

Create and lead engagement with selected funding office and field office representatives.

Showcase ideas and continuous improvements

Seek feedback and improvements

Coordinate translation

Support, create or lead inspiring internal communications related to improvement projects.

### **Strategy and Planning:**

Support the ongoing definition, scope and design of the sponsor engagement coherent story, which enables compelling, tangible progress and impact communications to sponsors globally.

Recommend strategic choices towards attaining most effective quality improvement across sponsor engagement feature set in market year on year.

Collaborate with and contribute to bilateral / multi-lateral continuous improvement development and testing plans, including orchestrating cross-functional input, and ensuring alignment with the broader stabilizing of sponsorship.

Seek and develop opportunities for streamlining of work/effort to reduce work cost and effort for all involved.

### **Learning and Networking**

Invest in relationships and participate in internal and external networks to support improvement projects and grow leadership opportunities.

### **KNOWLEDGE, SKILLS & ABILITIES:**

Bachelor's degree in communications, marketing, product development, project management, or international development.

2-3 years' experience in marketing, communications, project management, product or customer experience development.

Demonstrated success in marketing, communications or project management.

Ability to effectively communicate with many different functions, cultures and levels in the organisation (orally and in writing).

A broad understanding of non-profit operations and commitment to World Vision's objectives, ethos, core ministries, Mission Statement and Core Values is mandatory.

Experience in working across cultures and within complex organizational structures.

Knowledge of Child Sponsorship and development programming, preferably with World Vision.

Strong analytical skills, catalyst for improvement and innovation, problem solving involving multiple disciplines.

Attention to detail, ability to understand and adhere to branding guidelines and communications style guides.

### **Preferred Knowledge and Qualifications**

Support office marketing/supporter experience in a leadership role that needed to clearly weigh up and negotiate revenue raising/protecting opportunities versus costs/efforts

Experience communicating, training, or building resources for front line staff in an international development setting.

**Language Requirements:** Effective in written and verbal communication in English.

**Work Environment/Travel:** Ability and willingness to travel domestically and internationally up to 2% of the time, when it is safe to do so.

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### **Cross References and Citations:**

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