

SUPPORTER JOURNEYS STRATEGY PARTNER

JO DEBTAILS	
<p>LOCATION: Oxfam International office locations, or other Oxfam affiliate office locations with hosting capability, ideally within ±3 hours of CET. Appointment is subject to establishing a contract of employment with a hosting affiliate.</p>	<p>CONTRACT TYPE: Fixed Term until March 2026, with possibility of renewal or conversion to open-ended at that time</p>
<p>INTERNAL JOB GRADE: C1</p>	<p>INFLUENCING & ENGAGEMENT HUB, PUBLIC FUNDRAISING</p>
<p>SALARY: In line with Oxfam values & according to location.</p>	<p>Full Time Equivalent (FTE): 36 per week</p>
<p>FLEXIBLE WORKING</p> <p><i>We believe flexible working is key to building the Secretariat of the future, so we're open to talking through the type of flexible arrangements which might work for you. We think this role would work particularly well as fully or partially home-based.</i></p>	
<p>COMMITMENT TO DIVERSITY AND INCLUSION</p> <p>We are committed to ensuring diversity and gender equality within our organization.</p>	
<p>DEPARTMENT PURPOSE: The Influencing and Engagement hub focuses on achieving systemic change and impact using Oxfam's presence at every level from local to regional and global, aligned with the vision of the global strategic framework and horizon roadmap. It seeks to support the influencing of and engagement with audiences around the world – through action and by generating financial support - to fight inequality to end poverty and injustice.</p> <p>TEAM PURPOSE: The Oxfam International Public Fundraising Team supports the Oxfam confederation with strategic leadership to accelerate unrestricted income growth as a key enabler to deliver our 2030 Strategic ambitions.</p> <p>JOB PURPOSE: To drive strategic growth in supporter retention and lifetime value across the Oxfam confederation, supporting affiliates to embed data-led, audience-centred supporter journeys that strengthen long-term unrestricted income. This role leads high-impact initiatives, plays a key role in advancing our global public fundraising strategy and builds global capacity through knowledge sharing and innovation.</p>	
<p>ROLE REPORTS TO</p>	<p>Strategic Capacity Lead, Public Fundraising</p>
<p>ROLES REPORTING TO THIS POST</p>	<p>NA</p>
<p>BUDGET RESPONSIBILITY</p>	<p>NA</p>
<p>KEY RESPONSIBILITIES (Technical, Leadership, People and Resource management)</p>	

- **Lead global strategic fundraising initiatives** to strengthen donor retention and supporter journeys across the Oxfam confederation, with a focus on maximising supporter lifetime value and growing unrestricted income.
- **Optimise fundraising performance across key channels** (email, digital, telephone, and offline) by embedding best practice, testing innovations, and enabling affiliates to improve retention performance. Can we not use brilliant basics jargon? JD has to last beyond the life of that strategy and make sense to externals in future
- **Champion insight-led fundraising** by translating data and supporter research into actionable strategies that improve retention rates, increase second gifts, and enhance conversion from acquisition to regular giving.
- **Convene and facilitate global working and sharing spaces ideally led or co-led by affiliates** fostering cross-affiliate collaboration, knowledge sharing, and community among retention and journeys practitioners.
- **Build fundraising capacity across the confederation**, including onboarding, facilitating mentoring from peers, and signposting to best practice.
- **Maintain a strong external focus** to identify and bring in fundraising best practices, trends, tools and innovations from across the nonprofit sector and beyond.
- **Engage and influence senior stakeholders** across Oxfam to champion donor-centred fundraising approaches and embed supporter retention as a core driver of income growth.
- **Collaborate closely with colleagues**, across the Public Fundraising and Influencing and Engagement Hub and especially the Recruitment Strategy Partner, to ensure alignment and integration of supporter journeys across the funnel.

PERSON SPECIFICATION

Most importantly, every individual at Oxfam International Secretariat needs to be able to:

- Live our values of **INCLUSION, ACCOUNTABILITY, EMPOWERMENT, COURAGE, SOLIDARITY and EQUALITY** (read more about these [here](#))
- Ensure you commit to our **ORGANIZATIONAL ATTRIBUTES** (including adhering to the Code of Conduct):

1. Be committed to our feminist principles, and to applying them in your day-to-day behaviour and your work. Be ready to keep learning, with accountability to those who experience oppression as a result of their identities, such as their gender, race/ethnicity, disability, class, or LGBTQIA identity."

2. Be committed to undertaking Oxfam's safeguarding training and adhering to relevant policies, to ensure all people who come into Oxfam are as safe as possible.

EXPERIENCE, KNOWLEDGE & COMPETENCIES

ESSENTIAL

- Self-awareness
- Relationship building
- Influencing

- **Strategic thinking and judgment**

- Demonstrated expertise in leading retention and donor journey fundraising strategies in a complex or multi-country organisation, ideally within the INGO or nonprofit sector.
- Track record of improving donor retention and LTV across multiple channels and audiences, particularly in regular giving programmes. This includes a proven ability to translate complex data into actionable insights that inform strategy and optimise performance.
- Strong project leadership and stakeholder management skills; able to drive fundraising initiatives across multiple markets and hold teams accountable for delivery.
- Experience of supporting capacity-building or knowledge-sharing initiatives at a global or local level.
- Excellent written and verbal communication skills in English, with the ability to communicate strategic concepts clearly and persuasively to varied audiences.
- Personal alignment with Oxfam's values, including a demonstrated commitment to inclusion, feminist leadership principles, and safeguarding.

In addition:

- Proven experience of developing and delivering organisational fundraising strategies and plans related to supporter journeys and retention, ideally in a global, matrixed organisation
- Experience of championing, leading, and delivering complex strategic projects with multiple stakeholders
- Able to lead, collaborate with, and influence senior stakeholders in cross-organisational or multi-disciplinary groups
- Ability to translate numbers and data into actionable insight; experience of using data and insight to determine fundraising approach

Desirable

- Experience of leading digital fundraising programmes and strategies, across acquisition and retention and via multiple channels, to accelerate income growth
- Experience of peer-to-peer learning or mentoring programmes
- Ability to communicate in one of Oxfam's official languages (in addition to English): French, Spanish or Arabic
- Willingness to undertake occasional business travel

SAFER RECRUITMENT: Oxfam is committed to preventing any type of unwanted behavior at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us. Offers of employment will be subject to satisfactory references and appropriate screening checks, which can include criminal records and terrorism finance checks.