



THE ROYAL BRITISH LEGION

JOB DESCRIPTION

Job Title: Innovation & Planning Executive

Reporting to: Innovation & Communications Manager

Role Purpose: Overall: The Planning & Innovation Executive is responsible for the development of new fundraising innovations, from insight gathering to prototyping, working with fundraising teams, delivering best-in-class products which maximise results.

Key Responsibilities:

- Innovation
 - Contribute to the implementation of Fundraising's innovation strategy, the delivery of the innovation cycles and advocating the innovation work streams to key internal and external stakeholders.
 - Lead on the innovation cycles from insight discovery to testing and launching of new initiatives, working closely to the brief and innovation process.
 - Work closely with the Planning & Campaign Executive in the development of communication and campaign plans relating to new innovation products or initiatives, specifically providing insights to inform campaign plans.
 - Delivery and facilitation of innovation workshops and innovation training, including the creation of workshop/training materials, exercises and activities.
 - Define and build prototype and pilot products
 - specify product requirements,
 - work with technology and marketing experts to define light touch delivery solutions that can be used to test the key parameters of the business case and the product
 - ensure that a 'good enough' experience is delivered to supporters according to the objectives of the prototype/ pilot.
 - identify and work with external suppliers to deliver the prototype/ pilot where necessary.
 - where data privacy and preferences are required, ensure that all regulations and internal guidelines are adhered to.
 - Promote an innovative mind set within Fundraising
 - provide tools and training to equip all fundraising teams with the skills to develop insight-based ideas and deliver robust, evidence-backed products to market
 - promote the Innovation Fund to enable fundraisers to develop and test promising ideas.

- Trend watching, specifically monitoring and reporting on emerging and insightful innovation techniques and developments within and outside of the Charity Sector.
- Oversee and project manage where relevant:
 - the progress of new innovations born from the fundraising team
 - Establishing fundraising KPI's and specific product milestones as measures of success and progress of product performance.
 - Providing recommendations on the budget allocation and investment of new innovation initiatives.
 - Regularly tracking and reporting on progress to key internal stakeholders, making informed business recommendations where relevant.
- Product Portfolio Management
 - Contribute to and lead on the fundraising portfolio review and management process with the Innovation & Communications Manager and Fundraising teams.
 - Identify and lead on developing opportunities within the fundraising portfolio to innovate existing fundraising products, working with Fundraising teams.
 - Development of product proposal business cases working with fundraising teams and the Data Analysis and Insight team.
 - Responsible for the maintenance and reporting of the Portfolio Dashboard, providing an overview of progress against plan, financial planning & budgeting.
- Product Planning
 - Support the annual Fundraising planning and budgeting process, in the development of the charity's multi-year strategy.

The post holder may be required to work evenings and some weekends.

This job description reflects the current requirements of the role. As duties and responsibilities change and develop, this will be reviewed and will be subject to amendment in consultation with the post-holder.

GENERAL

- To implement the Equal Opportunities Policy into your daily activities.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant EC Directives, including reporting any health and safety hazard immediately you become aware of it.
- To work in accordance with the Data Protection Act (1998) and to ensure all new systems are reported to the Data Protection Officer.

PERSON SPECIFICATION

CRITERIA	ESSENTIAL / DESIRABLE	HOW TO BE MEASURED
QUALIFICATIONS		
Good standard of general education to bachelor degree or equivalent	E	Application/Certificate
KNOWLEDGE & EXPERIENCE		
Significant proven experience in project and programme management and techniques.	E	Application/Interview/ Assessment
Demonstrable experience or knowledge of applying a logical, analytical approach to problem solving, paying close attention to detail.	E	
Experience of working in the Charity sector/Not for Profit Sector	D	
Experience of working with internal and external stakeholders, to understand and develop department and/or business requirements.	E	
Experience of understanding and using data to generate insights and action plans.	E	
Experience of supporting or contributing to innovative product development	D	
COMPETENCIES		
Effective communications level 1 Results focus level 2 Planning and organising level 1 Adaptability and learning level 1 Relationship building level 1	E	Interview
SKILLS & ATTRIBUTES		
Effective interpersonal skills – able to engage effectively with a range of audiences	E	Application/Interview
Excellent IT skills (Microsoft Office)	E	Application/Interview
Experience of programme and project management methodology tools including a PRINCE2 or equivalent PPM qualification	D	Application/Interview
Ability to work effectively under pressure and on multiple projects with differing objectives/goals.	E	Application/Interview
Strong team player able to work effectively with diverse client groups	E	Application/Interview
Empathy with mission and values of the Legion	D	Application/Interview
Flexible and adaptable style of working	E	Application/Interview