



World Vision UK Individual Giving Manager (Product Experience)

Candidate Pack

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CHARITY RECRUITMENT

World Vision 



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Introduction



Dear Applicant,

I am thrilled that you are considering joining the Individual Giving Department here at World Vision UK as the Individual Giving Manager (Product Experience) at World Vision UK. This is an exciting opportunity to combine your strategic marketing expertise with purpose-driven work that truly matters. In this role, you'll be at the heart of crafting experiences that bring our supporters closer to the incredible impact their generosity creates, helping them see, feel, and celebrate the transformation happening in the lives of vulnerable children across the globe.

At World Vision, our vision is to see every child live life in all its fullness. Rooted in our Christian faith, we work to bring hope, transformation, and lasting change to the world's most vulnerable children. We do this by partnering with communities, tackling the root causes of poverty and injustice, and sharing God's unconditional love through practical action.

As the Individual Giving Manager (Product Experience), you will play a pivotal role in driving engagement, loyalty and satisfaction across our regular giving products, with a primary focus on our flagship Child Sponsorship product experience programme. We are looking for someone who is an innovator to bring to life our new modern product experience, grounded in data and insights – someone who can design and optimise supporter journeys that demonstrate the tangible difference donors are making in children's lives.

You'll bring energy and insight to enhance every touchpoint in the supporter experience, from developing the critical first-year journey for new sponsors to collaborating across the World Vision Partnership on the Sponsorship Initiative. You will thrive in using customer insight, testing, and segmentation to create cost-effective, personalised experiences that inspire greater commitment and generosity.

In this role, you will have the opportunity to integrate your Christian faith into your career. If you are passionate about reducing the impact of poverty on children and want to be part of a product marketing team that is making a real difference, we would love to hear from you. This role requires someone who combines commercial acumen with heart – a leader who is passionate about creating exceptional supporter experiences that enable holistic development through child sponsorship.

We're excited about the possibility of you joining our team and can't wait to see how your creativity and expertise could help us deepen our supporters' connections with the children whose lives they're changing.

Blessings,

Sarah Black
Head of Fundraising - Individual Giving

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About us





World Vision UK

World Vision is a global community of millions, working together for one purpose: to change the lives of vulnerable children.

Our supporters, partners and staff join forces with communities on the ground to help children enjoy good health, be educated for life, experience the love of God and their neighbours and are cared for, protected and participating. Together we share proven, world-class development methods to bring food, water, education and economic change.

By working with communities to protect children from violence and neglect, caring for them in emergencies, and challenging everyday injustice for the poor, we enable self-sufficient communities to make real, lasting change. Driven by our desire to serve God and make a lasting impact in the world, we're a team that knows no bounds or borders – we work with people of all cultures, genders and faiths to achieve transformation. We welcome anyone with the will to make a positive change for children and who shares our vision. Join us.

Our vision is for every child, life in all its fullness.

Our prayer for every heart, the will to make it so.

World Vision has a long history of taking action that transforms the world. Our focus is on helping the most vulnerable children, in the most difficult places, overcome poverty and experience fullness of life. Together we have partnered with millions of children and families to find a way out of poverty, and we're often among the first to help when a crisis strikes.

We help children

As a [Christian charity](#), we help children – of all faiths and none – in some of the world's most dangerous places. We believe it takes a whole community to create happy and fulfilling childhoods. And we work together with communities so they're empowered to do just that.

Our integrated approach includes [water](#), [healthcare](#), [education](#), [child protection](#), and [income generation](#). With the aim of allowing every child to fulfil their God-given potential.

Across almost 100 countries, our impassioned community of supporters, volunteers and community leaders work together to transform children's lives. Together, we will never give up.

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About Us



Focusing on the most vulnerable

Responding to emergencies, from earthquakes to civil war

Last year we reached over 2.5m children in 182 projects across 36 countries

Empowering children and families in extreme poverty

In almost 100 countries, working to end poverty

Protecting children from abuse and exploitation

Challenge all forms of abuse and exploitation, from child marriage to FGM

How we're different

Community-led

We know that communities have the best understanding of their own struggles. And often they also have the best idea of how to achieve their dreams. We simply listen - and give the tools and training for communities to deliver those dreams, transforming the lives of children and their parents. We're most known for [Child Sponsorship](#) which funds a lot of our community development work.

Child-focused

We know that changing a child's life can transform a family, a community and an entire area. In all we do, we work towards children's complete wellbeing, helping them to [overcome poverty](#) and get the education they often long for. It is these children who go on to become the doctors, teachers and engineers of the future; they who will stop future generations ending up in poverty.

Faith-based

Inspired by our Christian faith, we help all children – of all faiths and none – even in the most dangerous places. We strive to protect God's creation and demonstrate God's love. We fight to make sure every child reaches their God-given potential. More about [how World Vision works with faith leaders](#).

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Job description





Role details

Job title:	Individual Giving Manager – Product Experience
Salary:	Circa £45,563 - £48,375 per annum (depending on experience) + a generous benefits package
Contract/hours:	Permanent – Full time 36.5 hours per week (Open to part time, min 30 hours)
Location:	Hybrid, Milton Keynes (min 2 days onsite per week)
Travel:	Occasional UK travel. International travel may be required occasionally for WVI conferences.
Annual leave:	28 days and bank holidays
Pension:	7% Employer contribution, matched by 3% personal contribution
Team:	Supporter Experience
Department:	Individual Giving
Line Manager:	Head of Fundraising - Individual Giving
Lead:	Individual Giving Officer
DBS required:	Basic



Job purpose and context

To lead and deliver an engaging product experience across our regular giving product portfolio, with a focus on our flagship product of Child Sponsorship. Driving engagement, loyalty and satisfaction by enabling donors to see the tangible difference they are making in the lives of the world's most vulnerable children. Ensure optimised delivery of all experience touchpoints for donors.

Our vision is for every child, life in all its fullness. Our prayer for every heart, the will to make it so.

Key responsibilities

1. Develop, test and optimise the product experience to increase supporter satisfaction and drive loyalty, including the new Sponsorship Initiative.
2. Lead the delivery and optimisation of the end-to-end experience touchpoints across our regular giving products, with a priority focus on Child Sponsorship, to ensure communications and touchpoints are tailored to audience behaviours, through simple segmentations with a test and learn approach and creating cost effective solutions where appropriate.
3. Lead experience improvements for the critical first year of Child Sponsors experience post-acquisition, onboarding insights and experience improvement opportunities available from the partnership such as SRSs to solve for the 'black hole' pain point in the experience. Developing and managing a rigorous testing programme to evaluate new activity and drive growth.
4. Be responsible for delivering on KPIs for retention of supporters, supporter satisfaction, and committed giving income, Monitor and report on these on a monthly and quarterly basis, proactively implementing testing and approaches to improve performance in collaboration with other teams.
5. Be a key business owner for our supporter CRM system, ensuring it supports our fundraising objectives and enables personalised supporter journeys that lead to greater engagement and income.
6. Collaborate across the WV Partnership to deliver continued innovation in World Vision fundraising product experiences with the Sponsorship Initiative as priority. Collaborate with WVI on MSES and ensuring WVUK are maximising the Child Sponsorship experience guidelines.
7. Demonstrate effective Christian leadership and management of the Individual Giving Experience team to grow skills, engagement and commitment.



Job dimensions

Key relationships

Internal

- Requirement to manage internal relationships, as the output of the role impacts the work of people across the organisation, including Sponsorship Operations, ICT, Website, International Programmes, Editorial and Design, Finance, Supporter Care. Represent the team in key cross organisational projects.

External

- Marketing agencies, mail houses, peers in WV partnership and other charities, supporters

Line Management responsibility

Responsible for managing one direct report, with matrix responsibilities across support teams.

Decision making

Empowered to make all decisions within the scope of the budgets to achieve the required KPIs. Ownership of supporter communications and RC portfolio under the remit of this role.

Financial

Responsible for committed giving retention increase of 2% year on year and revenue (in excess of £13m)

Timescales

Annual planning and quarterly campaign delivery planning with monthly and quarterly reporting on progress against operational and strategic goals.

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Person specification



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Person spec



Core competencies and indicators

Practicing continuous innovation and creativity	Proactively seeks opportunities to do things differently
Communicating information effectively	Listens actively, shows appropriate nonverbal behaviour
Influencing individuals and groups	Uses different styles to impact different individuals or groups
Thinking clearly, deeply, and broadly	Breaks down complex information into simple language
Achieving quality results and services	Stays committed to outcomes despite obstacles

Knowledge/qualifications required for the role

Essential

- A relevant degree with ongoing professional development
- A strong foundation in direct marketing, including campaign analysis and/or proven success in a product management role and able to point to commercial success in product innovation and customer communication.

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Person spec



Skills and experience required for the role

Essential

- A creative, results-orientated direct marketing professional with significant experience delivering complex, multi-channel direct response campaigns which reach or exceed income targets
- Use of data and customer insight to drive innovation. You will have a strong track record of developing new ideas and putting them into practice, and be used to working in a test-driven environment
- Strong knowledge of segmentation and targeting, and confidence in creating campaigns tailored to distinct audiences
- Excellent interpersonal skills and experience of successfully managing large cross-team projects with multiple stakeholders
- Evidence of successful people management and coaching others for growth and development
- An excellent communicator, you will be able to work with a variety of stakeholders both face-to-face and remotely. Experience of leading agency relationships
- Proven effective management of budgets, and strong time management skills



Further details

Universal acceptance for everyone, everywhere is at the heart of our Christian organisation. We promote diversity of thought, culture and background, which connects the entire World Vision family. As such, World Vision is proud to be an Equal Opportunity Employer. We value diversity and aspire to reflect this in our workforce. We particularly welcome applications from under-represented sections of the community. World Vision UK also operates flexible working policies and practices.

As a child focused organisation, World Vision UK is committed to the safeguarding of children, therefore any offer of employment is conditional upon the successful completion of applicable background checks, including a criminal records check.

As a Disability committed employer we encourage qualified individuals with a disability to apply and request a reasonable adjustment if you are unable or limited in your ability to use or access <https://www.worldvision.org.uk/who-we-are/jobs/> as a result of your disability.

World Vision UK is a registered organisation operating the Misconduct Disclosure Scheme (MDS) and we shall check with your previous employers about your behaviour and conduct. We will be requesting they complete a form known as a Statement of Conduct. For more information see: [The Misconduct Disclosure Scheme \(misconduct-disclosure-scheme.org\)](https://www.worldvision.org.uk/who-we-are/jobs/)

By submitting your application, you understand and accept that World Vision UK will process the data you provide for the purposes of your application and in accordance with the World Vision UK - Job Applicant Privacy Notice.

Please note that you MUST have the Right to work in the UK documentation as unfortunately, this role is not sponsored, and your application cannot be considered any further without it.

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How to apply





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How to apply

World Vision UK is partnering with Charisma Charity Recruitment.

Applications should be submitted through the [Charisma website](#) and include:

- A comprehensive CV
- A supporting statement, explaining how you believe you match the requirements of the role, including the genuine occupational requirement to be a practicing Christian. Please also describe any potential conflicts of interest.

For an informal and confidential discussion about the role, please contact Nick Thomas, Senior Consultant, Charisma Charity Recruitment on 01962 813300 or email info@charismarecruitment.co.uk.

We welcome and encourage applications from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion*, sexual orientation, age, veteran status, or other category protected by law.

Charisma is committed to inclusive and accessible recruitment processes. If you have any reasonable adjustments or wish to apply for this role under the Disability Confident Scheme, please confirm in your application, or contact our Operations Teams separately on info@charismarecruitment.co.uk. Charisma will ensure all candidates who disclose that they wish to apply under the Disability Confident Scheme and that meet the minimum criteria for the role will receive an opportunity to interview with the Charisma Consultant representing the vacancy.

**Due to the nature of the work, there is an Occupational Requirement that the post holder is a practicing Christian under the Equality Act 2010, Part 1, Schedule 9.*

Closing date: Thursday 13th November

Charisma vetting interviews must be completed by Tuesday 18th November

Interviews with World Vision UK: w/c 24th November



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