



Mission Aviation Fellowship UK Content and Donor Experience Manager

Candidate Pack

April 2026



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MAF
Flying for Life

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About Us



About Mission Aviation Fellowship UK

**We believe every community,
however remote,
should have the essentials for life**

Mission Aviation Fellowship is the world's largest humanitarian air operator, flying medical supplies, doctors, and nurses to places no one else can reach and ensuring critical care gets to where it's needed most. Your donation means that together, we can bring help, hope and healing to isolated people in need.



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Job description



Job description

Role title Content and Donor Experience Manager

Salary £40,450.14

Location Hybrid, Folkestone & Cranfield, (minimum 2 days per week on site).

Working hours Full time: 36 hours per week with 1 hour for lunch (unpaid).

The office is open from 9.00am to 5.30pm (and 9.00am to 4.00pm on Fridays). Working hours can be agreed in line with our flexible working policy.

From time to time, some flexibility is needed to work extra hours or travel, including occasional weekend meetings, to support business needs.

Benefits

- 22 days annual leave + 8 bank holidays
- Non-contributory pension scheme (10% employer contribution)
- Training and development (A budget for training is provided for every staff member)
- Supportive, faith-centred team environment with daily prayer and devotional times.

Accountable to Senior Marketing and Fundraising Manager

Direct reports Content and Donor Experience Associate

Key relationships Fundraising (Individual Giving, Donor Care), Marketing & Communications, Creative, Digital, Data & Insight/CRM, IT, Programmes, and external agencies/suppliers.

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Role details

Job summary and purpose

As MAF celebrates its 80th year of service, we are entering an exciting new chapter marked by bold ambition and purposeful growth. With a renewed vision to reach more isolated communities than ever before, we are embracing the significant opportunities to meet this challenge. A key part of this journey is integration, bringing together our people, systems, and operations in more unified and collaborative ways. This involves streamlining processes, enhancing cross-functional teamwork, and aligning our global efforts to ensure we are more agile, efficient, and impactful in our mission.

This role leads the creation and orchestration of compelling content and end-to-end donor experiences across hybrid print and digital products to grow Donor Income – one-off, regular and monthly, strengthen retention, and deepen supporter connection. The post-holder will champion an integrated, insight-led approach which embraces innovation whilst ensuring that our storytelling, journeys and campaigns meaningfully advance our mission, vision and values.

Strategic context & objectives

Donors live in a hybrid world. Audiences expect authenticity, relevance and seamless journeys across channels. This role exists to modernise how we show up for supporters, evolve our audience strategy and make our message felt across hybrid products.

Hybrid communication strategy

Lead a balanced portfolio of digital and print engagement, integrating appeals, magazines/newsletters into cohesive products, supporter journeys and moments.

Audience expansion

Sustain and serve our loyal, older supporters while strategically engaging younger segments (e.g., Gen X, Millennials) through tailored propositions, channels and creative.

Advanced targeting & segmentation

Own audience frameworks, contact plans and personalisation using CRM and analytics to drive relevance and conversion.

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Innovation & testing

Embed a culture of experimentation (A/B and multivariate testing), channel optimisation and creative development to improve engagement and income.

Collaboration & leadership

Coordinate cross-functional delivery with Digital, Creative, Fundraising and Data teams, ensuring integrated planning and execution across all touchpoints.

Key responsibilities

Strategy & planning

- Own the product content and donor experience roadmap aligned to organisational campaigns, appeals and programme priorities.
- Define audience strategies, segmentation and contact cadence that balance income growth with supporter experience.
- Translate insight into clear briefs, propositions and annual/quarterly plans with targets, budgets and ROI.

Content & channel leadership (Digital & Print)

- Lead editorial direction and messaging across multichannel appeals, email, web, social channels and magazine/newsletter; ensure brand, accessibility and tone are consistent and supporter-centred.
- Write and/or commission persuasive content and creative assets; manage approvals and quality assurance to publication.
- Ensure on-page and off-page alignment (UTMs, landing pages, donation flows) for accurate attribution and a smooth supporter experience.
- Crafting and refining written content relevant to the role's deliverables, including copywriting and editing to ensure clarity, consistency, and alignment with brand tone and messaging.

Journeys, CRM & personalisation

- Design, implement and optimise automated and event-triggered supporter journeys (e.g., welcome/onboarding, first gift thank-you, regular giving welcome and upgrade, reactivation/lapse prevention, appeal follow-up).
- Build and maintain segments, triggers and decision logic with CRM and analytics partners; monitor journey health, fallouts and conversion.
- Champion data quality, consent and preferences; ensure selections are governed, reproducible and compliant.

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Job description



Insight, performance & optimisation

- Own dashboards for engagement and Donor Income – one-off, regular and monthly; translate performance into actionable recommendations.
- Establish test-and-learn frameworks across creative, timing, frequency and channel mix; codify learnings and scale winners.
- Partner with Finance and Fundraising to agree attribution, forecasting and reporting that inform planning and investment decisions.

Collaboration, leadership & ways of working

- Facilitate cross-functional planning and status rituals; maintain a visible content and campaign calendar.
- Brief, manage and review agencies/suppliers as needed; uphold clear scopes, timelines and deliverables.
- Coach colleagues in best practice for content, journeys and testing; foster shared standards and templates.

Governance, compliance & risk

- Ensure compliance with GDPR and PECR; uphold accessibility and ethical fundraising standards.
- Monitor deliverability (for email), list hygiene and sender reputation in partnership with IT/CRM.
- Safeguard supporter data and uphold organisational policies, including safeguarding and codes of conduct.

Any other responsibilities as requested by your line manager.

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.

Key performance indicators (KPIs)

- Net Donor Income attributed to content-led and journey activity (one-off, regular and monthly).
- Engagement and conversion metrics by audience and channel (e.g., open/click rates, click-to-open, on-page conversion).
- Regular giving acquisition, upgrade and retention; reactivation/lapse prevention rates.
- Journey performance (activation, conversion, fallouts, time-to-first action).
- Content production velocity and quality (on-time, error-free delivery; reuse across channels).
- Testing cadence and measurable uplift from experimentation.
- Stakeholder satisfaction and cross-team delivery effectiveness

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Job description



Dimension and limits of authority

- Decision making within agreed parameters for social strategy, content approvals, paid budgets and partner/agency delivery.
- Responsible for compliance with legislation and policy (e.g., data protection, safeguarding, advertising standards, platform policies).
- Day-to-day management of staff/freelancers and stewardship of vendor relationships.

Tasks common to all staff

- Role modelling of organisational values and beliefs - to contribute to the shared spiritual life of the MAF UK team as a unique Christian charity. This will include attendance and participation in corporate times of biblical reflection and corporate prayer.
- To participate in appropriate matrix programme and project teams, contributing skills and expertise to required timescales from the appropriate programme leader.
- To keep line manager informed of all relevant and timely information.
- At all times comply with statutory requirements for handling personal and sensitive data in a confidential manner.
- To abide by MAF UK's Safeguarding and Conduct Policies, and all other organisational policies provided on the Intranet.

Christian values, beliefs and ethos of MAF UK

As an evangelical Christian mission, MAF UK is seeking those who share in the values and beliefs of the organisation, as described in the mission, purpose, values and beliefs statements. All staff will be required to support and actively demonstrate the Christian values of the organisation and to take part in organisation activities such as staff meetings, prayer meetings, and away days.

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Person specification



Person specification

Education/qualification

Essential

- Educated to degree level or equivalent professional experience.

Desirable

- Relevant qualification in marketing, communications, journalism or digital.

Experience

Essential

- Significant experience leading content and/or donor engagement across print and digital (e.g. supported video, web content and social media) in a fundraising or charity context.
- Proven record of delivering successful integrated campaigns and journeys that grow Donor Income across a range of hybrid and digital platforms – one-off, regular and monthly.
- Hands-on experience with CRM/marketing automation and working with data selections and segmentation, including evidence of identifying the changes in donor and supporter behaviour through data insight.
- Experience managing stakeholders and/or small teams and agencies in a matrix environment.
- Experience working with an agile framework, familiar with scrum and sprint methodologies.

Desirable

- Experience in a Christian charity or values-driven organisation.
- Experience gathering field stories and assets to shape fundraising propositions.

Skills/abilities

Essential

- Outstanding written and verbal communication; compelling storyteller able to brief and craft persuasive content.
- Data literacy with strong analytical mindset; comfortable with dashboards, attribution and test-and-learn.
- Knowledge of GDPR/PECR, fundraising regulations, accessibility and ethical fundraising practice.
- Excellent organisation, prioritisation and attention to detail; able to manage multiple deadlines.

Desirable

- Familiarity with journey orchestration platforms (e.g., Microsoft Customer Insights – Journeys) and/or BI tools.
- Ability to devise, forecast and monitor annual plans and budgets.

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Person specification



Personal attributes

Essential

- Committed and mature evangelical Christian, able to demonstrate understanding and acceptance of the Statement of Faith and willing to proactively take part in MAF events and meetings e.g. prayer meetings, away days. Able to describe these beliefs and values to others to represent MAF as a Christian mission organization
- Collaborative team player who builds trust and momentum across Fundraising, Marketing, Digital, Data and IT.
- Creative and resourceful; comfortable experimenting and iterating to improve outcomes.
- Service-oriented, flexible and emotionally mature.

Desirable

- Logical thinker with process improvement mindset.

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How to apply



Mission Aviation Fellowship 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 and describing any potential conflicts of interest.

For an informal and confidential discussion about the role, please contact Nick Thomas, Senior Consultant of 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.

*In accordance with the equality act 2010 it is a genuine occupational requirement that the post holder is a practicing Christian.

Closing date: Applications are being reviewed on receipt and interviews will be conducted on a rolling basis. When a suitable candidate is found the role will close, so please apply without delay to avoid disappointment.



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