

## Job Description

### Supporter Care Manager

<b>POST:</b>	Supporter Care Manager
<b>HOURS:</b>	Minimum 30 hours per week
<b>CONTRACT:</b>	Permanent
<b>ACCOUNTABLE TO:</b>	Director of Income Generation
<b>REPORTS TO:</b>	Director of Income Generation
<b>RESPONSIBLE FOR:</b>	Supporter Care Officers Operations assistant Volunteers

#### JOB PURPOSE

- Lead and develop the Supporter Care team, inspiring and empowering them to develop and progress the supporter care journey.
- Providing first line support for donors and supporters, you will develop robust systems and procedures to ensure all income and data is logged ensuring compliance with GDPR and the Fundraising regulator.
- Provide trustworthy supporter data by analysing and segmenting the data to grow key income streams to influence how we fundraise in the future whilst supporting and endorsing St John's Hospice's principles, values and brand.
- Lead the team through the development and growth of an ongoing Supporter Care strategy whilst working closely with the Director of Income Generation.

#### KEY WORKING RELATIONSHIPS

Board of Trustees  
CEO  
Director of Income Generation  
Director of Marketing, Communications & Engagement  
Director of Finance & Resources  
Head of Retail  
Supporter Care Officers  
Operations assistant  
Fundraising Manager  
Finance Manager

## MAIN DUTIES

- Lead the development of the Supporter Care strategy and Supporter contact strategy to include Service Level Agreements on such aspects as thank you letters, donor information requests and contact in conjunction with the Director of Income Generation.
- Create, implement and develop insight-driven supporter journeys and supporter-centric supporter journeys, including , regular giving, conversion, upgrade, cross selling and retention and reactivation journeys, which aim to increase engagement and drive long-term relationships.
- Develop robust systems and procedures and processes that are documented and regularly reviewed, as well as a suite of evaluation tools, as you work at the heart of the supporter care journey, using data to influence decisions within Income Generation.
- Provide excellent stewardship and stewardship management working closely with colleagues and following the Supporter Contact Strategy.
- Overall responsibility for the processing of all fundraising donations ensuring that all income is receipted, inputted onto the Hospice's database 'Donorflex' and then uploaded to Sage Finance to ensure accurate reporting on both systems.
- Manage the administration of fundraising platforms such as Just Giving, CAFOD, Amazon Smile, Facebook Donate etc. spotting opportunities to develop further integration with other systems
- Responsible for Gift Aid claims every quarter and ensuring the Hospice is compliant with HMRC and maximising on all potential claims from donors.
- Provide the Fundraising Team with regular reports on income, operational statistics and data insights for the team to utilise.
- Responsibility for all new starters and volunteers to be trained to a competent level on the Donorflex database
- Update and maintain the Hospice's database, producing reports and statistics regularly to influence decisions as required by the Director of Income Generation Senior Management Team and trustees
- Provide a professional supporter and customer care service ensuring that all telephone, email, , postal donations, information requests, queries or complaints are processed, fulfilled and recorded accurately, and promptly
- Line management to the supporter care administration team and overseeing their daily work.
- Responsibility for making sure that all statutory regulations (GDPR) and good working practises are being met across the team when handling data and donor preferences.
- Configuring and developing the Hospice database as such, that it is fit for purpose for use by the wider income generation team.
- Streamline administration processes where necessary to ensure maximum efficiency.
- Use the power of 'brand' and identity to ensure St John's is the charity of choice in our local community.

- Keep apprised of other charity fundraising activities nationally and other local competing causes within the market
- Prepare data for mailing as per requirements of the income generation team, ensuring the data quality is an accurate and true reflection of the Hospice's supporters whilst being appropriate and accurate for both online and paper mailings.
- Cleanse database data on an agreed schedule to ensure records and donor preferences are kept up-to-date plus set an agreed retention schedule to comply with GDPR.

## **LEADERSHIP AND DEPARTMENTAL MANAGEMENT**

- Help to embed the use of supporter data to drive fundraising insight and strategy.
- Be the Fundraising Team's first point of contact for upcoming systems development work, building a strong relationship with the hospice's Donorflex Account Manager.
- Ensure the supporter care team work against agreed performance indicators, schedules, ROI and budgets
- Provide leadership and direction for the team, including developing a volunteering team and optimising their contribution to the department.
- Responsibility for the development and upkeep of the Hospice fundraising database and it's usage within the wider team.
- To manage the Hospice database preferences in line with GDPR and take a lead role in ensuring that the wider fundraising team is compliant.
- Work closely with other departments within the Hospice, encouraging their support, collaboration and co-operation.
- Act as a representative of the Hospice in formal and informal ways, including attendance at functions and events as required.
- Use own initiative to manage work volumes and prioritise workload, seeking management support and guidance from the Director of Income Generation.
- Carry out annual performance reviews with staff, agreeing objectives and personal development plans as appropriate.

## **GOVERNANCE**

- Ensure the Supporter care department's activities are fully compliant with the Hospice ethos. This will entail an awareness of the legal requirements, agreed procedures and guidelines and with reference to HMRC regulations in respect of VAT and Trading implications, liaising with the Director of Income Generation and the Director of Finance and Resources.
- Ensure that all donor information is recorded on the Donorflex database and that all staff adheres to agreed data entry protocols and General Data Protection Regulations (GDPR) in line with Fundraising Regulator Standards.
- Ensure all financial procedures are carried out in accordance with audit requirements and in line with relevant Hospice policies, to ensure the correct allocation of income.

- Manage and review all Risk Assessments within the Supporter Care Department, and review and update the Departmental Risk Register.
- Lead the GDPR training and compliance for Income Generation
- Manage Information Governance compliance within the team, identifying any breaches, communicating updates and training where necessary.
- Keep abreast of any changes in legislation and/or regulation relating to fundraising activities.

## **OTHER**

- Undertake any other tasks, duties or responsibilities as requested by your line manager or other senior manager, including the Board of Trustees and the Chief Executive.
- Employees must demonstrate commitment to their own personal development and are required to make a positive contribution to fundraising and raising the profile of the Hospice locally and nationally.
- Undertake any training or development required by the Hospice.
- Maintain an up to date working knowledge of relevant Hospice policies and procedures.
- Participate in the annual performance review programme.

## **STANDARD/ENHANCED DISCLOSURE REQUIREMENT**

Standard

## **DUTIES AND RESPONSIBILITIES TO ST. JOHN'S HOSPICE**

### **1. Confidentiality**

Each member of the Hospice staff is responsible for ensuring the confidentiality of any information relating to patients, personal information relating to staff, volunteers, supporters, visitors or contractors, financial information, commercial information, and for complying with all the requirements of the Data Protection Act and Caldicot Guidelines whilst carrying out the duties of the post. Any breaches in Hospice confidentiality will be dealt with by St. John's Hospice Disciplinary Procedure and may result in dismissal.

### **2. Health and Safety**

Each member of the St Johns Hospice staff is responsible for ensuring that they carry out the duties of their post in accordance with all appropriate Health and Safety legislation, guidance and procedures and they do not, by any act or omission on their part, create a threat to the Health and Safety of any other person.

### **3. External Interests**

Each member of the St Johns Hospice staff is responsible for ensuring that any external interest they have do not conflict with the duties of their posts and they must disclose the external interest if this is likely to occur, or if they are in doubt about a possible conflict with their work. Each member of staff is reminded to refer to their employment contract in relation to any other secondary work that they may do alongside working for St John's Hospice and their obligations under the Working Time Directive.

#### **4. Statutory Training**

Each member of the St Johns Hospice staff has a statutory obligation to attend mandatory training. It is the responsibility of each member of staff to ensure that they comply with this legal requirement.

#### **5. Flexibility**

This job description is intended to act as a flexible guide to the duties of the post and therefore will require revision in consultation with the post holder to reflect the changing requirements of the post, to enable the St John's Hospice to achieve its corporate goals and objectives.

#### **6. Safeguarding**

Each member of St John's Hospice staff is responsible for understanding their responsibilities for Safeguarding Children and Vulnerable Adults in accordance with their job role and any requirements they are obliged to follow as members of their profession. Staff should seek guidance from their immediate supervisor if in doubt.

#### **7. Disclosure and Barring**

Each member of staff is required to disclose any caution, fine, penalty or criminal conviction that may occur during the course of employment. This should include any motoring convictions as this may affect the staff member's ability to use Hospice vehicles. Any change in circumstance must be reported immediately to the staff member's supervisor so that any impact on ability to work in post can be assessed

#### **8. Equality and Inclusion**

Each member of staff is required to undertake their duties with due regard for the provisions of the Equality Act 2010 i.e. not to discriminate against members of staff, patients, patient family members, volunteers, supporters, contractors and any visitors to the Hospice.

#### **9. Volunteers**

The role of volunteers is integral with the work of St John's Hospice and paid staff are required to underpin this in their attitude and actions.