



JOB DESCRIPTION

1. JOB IDENTIFICATION

Job Title: Supporter Care Manager Job Family: Manager – non care

Location: Glasgow Responsible to: Head of Supporter Engagement

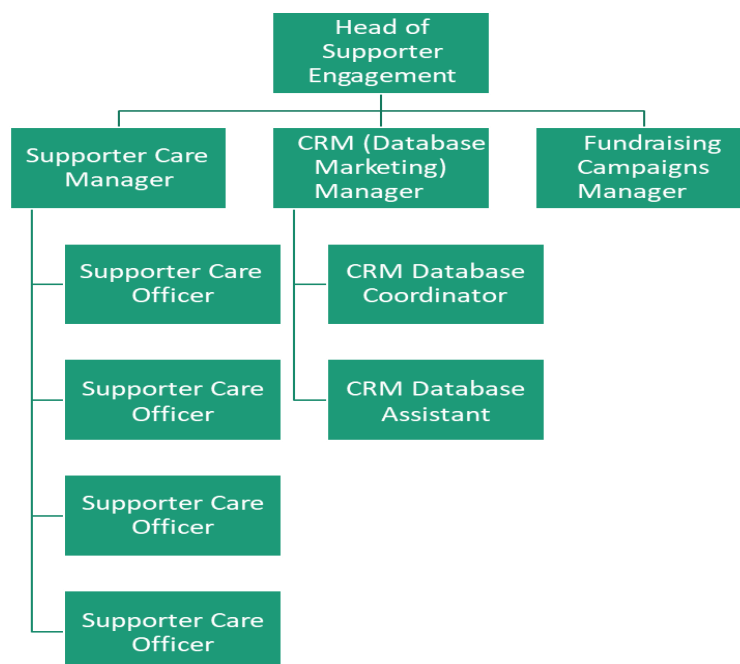
Salary: £34,317 - £36,701 Job Ref No: _____

2. JOB PURPOSE

Working within the culture, ethos and philosophy of CHAS, this post will be responsible for the development and day-to-day delivery of an exceptional supporter experience to all supporters, working cross-functionally to develop, implement and evaluate a supporter-centered approach which supports life time value (LTV) and growth.

The post-holder will understand and drive best practice in all aspects of supporter care. Their focus will be on the “joy of giving”, ensuring every supporter feels valued, engaged and inspired to give again by understanding the impact their giving makes.

3. ORGANISATIONAL POSITION



4. MAIN TASKS

- Operational management
- Data management
- Resource management
- Administration and processes

5. JOB ACTIVITIES

Operational Management

- Responsible for leading the day to day development and delivery of high quality supporter communications, ensuring that every supporter experience enhances their relationship with CHAS, encourages LTV and encourages them to persuade others to support CHAS too
- Provide a high quality service to all CHAS supporters, working with relevant colleagues to build supporter loyalty and maximise LTV
- Ensure attrition levels are low and minimise cancellations, by delivering an exceptional supporter journey, encouraging long-term support
- Develop, implement and manage a process for optimising on gift aid from supporters donations, ensuring supporters are aware of the added value
- Develop the culture and mechanisms within the Supporter Care team to strengthen their knowledge so they can proactively identify opportunities to increase supporter value and deliver an exceptional supporter experience
- Ensure that all the messages and experiences supporters receive aids their understanding of the impact their giving makes, ensuring long-term support and LTV
- Develop, implement and deliver an evaluation process on the quality and responsiveness of the supporter experience provided and develop and execute supporter journeys that inspire, facilitate and promote the “joy of giving” to CHAS
- Work closely with other managers and team members to continually improve the supporter experience, ensuring long-term support and LTV
- Promote the delivery of excellent supporter care to agencies used to support fundraising activity
- Continually strive to understand supporters and their motivation for giving and for supporting CHAS
- Continue to develop a solid understanding of thanking, so that supporters feel valued and inspired to give again

- Work with communications leads in house to ensure the most up-to-date stories inform all interaction with supporters and that our communication are vibrant and spontaneous
- Responsible for managing the complaints, comments and suggestions policy as it applies to fundraising and communication ensuring all communications received are handled correctly, responded to within the agreed framework of the policy and that appropriate reporting is provided on a timely basis

Data Management

- Have a thorough understanding of the database and how supporters are segmented and categorised
- Ensure that all supporter journeys comply with GDPR and all relevant regulations
- Build a culture of testing and refining to ensure all interactions are centred on supporters' wishes and for the benefit of CHAS
- Work closely with the CRM (Database) Marketing Manager to identify appropriate target segments for supporter engagement activity
- Work with the Head of Supporter Engagement and other colleagues to request appropriate reports and analytics to monitor the performance of all supporter engagement activity
- Keep up to date with industry innovations and practice

Resource Management

- Manage all resources prudently and effectively and ensure that all activity is performed to its most effective cost
- Train, support, monitor and guide the Supporter Care team to ensure excellent supporter care is delivered at all times
- Drive high performance and proactively address under performance across all Supporter Care contact channels, by adopting a culture of continuous improvement
- Create confidence within the team and provide autonomy to deal with and resolve all supporter enquiries
- Champion and inspire others in what makes a good supporter experience, and model best practice within the team through regular external benchmarking as to what is best in class
- Lead, motivate and inspire the team and support them to understand the importance and impact of their role
- Lead on ensuring compelling and creative concepts, designs and content of marketing materials appropriate to CHAS services and in line with CHAS messaging
- Manage the volunteer support for the team ensuring all volunteers are trained and aware of CHAS policies and procedures in relation to work undertaken

Administration and Processes

- Develop in conjunction with colleagues, implement and maintain policies, procedures, standards and protocols for excellent supporter care
- Ensure that all Supporter Care processes are up to date, correctly documented, in line with financial governance processes and regularly reviewed in consultation with the finance team with appropriate adjustments made and cascaded
- While ensuring that all activities minimise reasons for complaints, manage existing complaints efficiently in line with CHAS policies seeking positive outcomes with each, and strengthen relationships
- Work collaboratively with other teams, to ensure income and resources across the Development and Communications department, are maximised at all times
- Have a thorough understanding of CHAS' work to ensure the Supporter Care team can articulate this accurately and confidently to all audiences
- Have and maintain a thorough knowledge of all fundraising products, campaigns and initiatives and enable the Supporter Care team to be able to engage and provide advice to supporters on how to get involved
- Work within industry standards and best practice at all times

6. DIMENSIONS

Line Management

- Devolved management responsibility for supporter care activities of CHAS
- On a day-to-day basis, directly manages the work of four direct reports and project manages a series of ongoing activities, handling several tasks simultaneously with the autonomy to make decision on managing workload and the prioritisation of conflicting and competing deadlines based on business need
- Manages the recruitment and selection of staff line managed by this post
- Manages the recruitment, training and monitors the allocation of workload of volunteers supporting the team

Communications

- Manages relationships with all key internal and external stakeholders
- Takes responsibility for the quality and timeliness of all out-going supporter facing communications delivered by the Supporter Care Team, coaching and mentoring the team to ensure all supporter communications are in line with CHAS brand tone of voice
- Contributes as a member of the fundraising and communications management team

Financial

- Holds a delegated budget as agreed with Head of Supporter Engagement
- Authorised signatory to an agreed limit of £1,500 (one thousand five hundred pounds)
- As a member of the Development and Communications team, contributes to the delivery of income generation budgets and strategic plans

- Works with colleagues in Finance to ensure all financial reports are timely and streamlined

Health and Safety

- Responsible for complying with the CHAS Health and Safety Management Policy and associated procedures and co-operate with CHAS in complying with its legal duties
- Responsible for ensuring that staff managed by this post comply with all relevant Health and Safety policies and procedures

7. KNOWLEDGE, SKILLS AND EXPERIENCE

Knowledge

- Degree qualified or equivalent
- Diploma in Fundraising or equivalent customer services professional qualification, or significant Fundraising or customer service experience
- Demonstrable working knowledge of databases
- Demonstrable working knowledge of Microsoft Office or XP software applications
- Evidence of theoretical knowledge and understanding of fundraising, and specifically, supporter care experience
- Evidence of knowledge of the voluntary sector within Scotland

Experience

- Relevant experience of working within the fundraising or customer care sectors, and evidence of knowledge of the legislative and regulatory framework for fundraising within Scotland
- Experience of statistical analysis, reporting on KPIs and quality testing
- Demonstrable experience of managing human, physical and financial resources
- Demonstrable experience of developing and sustaining relationships with individuals and teams
- Demonstrable experience of managing third party agencies and with positive outcomes
- Demonstrable experience of storytelling and producing inspiring written communication

Skills

- Excellent level of communication and presentation skills, conveying complex information in a variety of formats, for a variety of audiences
- Able to represent the interests of the organisation at all levels and positively influence internal and external contacts
- Demonstrable commitment to continuous professional development
- Ability to prioritise own and others' workloads
- Ability to develop clear and concise business processes
- Strong understanding of CHAS plan and vision and articulate accurately to engage and motivate the Supporter Care team

- Commitment to excellence and integrity in fundraising, communications and management practice
- Ability and commitment to implement CHAS policy with particular regard to fundraising in an ethical manner
- Highly developed inter-personal skills required, having to develop and sustain relationships at all levels
- Organised and able to develop and manage own workload

8. DECISIONS AND COMMUNICATIONS

- Works with a high degree of autonomy within the clearly defined policies, protocols, procedures and codes of conduct of the organisation, the agreed management structure of CHAS, and best practice, and ensures that work is completed within timescales agreed with stakeholders
- On a daily basis, communicates information to Development and Communication colleagues, senior management colleagues and external supporters, using tact, diplomacy and persuasive skills
- Highly motivated to achieve goals and targets
- Oversees relationships with third party agencies, ensuring appropriate, timely and professional communications to supporters and public
- Frequent contact with colleagues in the Fundraising team and colleagues in Children and Families Directorate
- Regularly has contact with Senior Leadership Team and particularly the Director of Development and Communications
- Occasionally has contact with children and their families, the general public, and board members

9. SPECIAL CONDITIONS

Equipment

- On a daily basis is required to use the following equipment; computer; printer; photocopier; laminator; shredder; phone; car; display boards
- On a daily basis is required to use the following IT systems and packages; Microsoft Office or similar packages; Raiser's Edge Database; learnPro and other CHAS IT systems

Working Conditions

- Frequent travel between CHAS sites by car/public transport
- Occasional travel to other parts of the UK
- Requirement to work flexibly to meet the needs of the job including evening and weekend work

Physical Effort

- Frequent computer work and telephone liaison
- Driving, e.g. between all CHAS sites

Mental Effort

- Responds to unpredictable work demands, interruptions and the need to meet deadlines
- Prioritises a heavy workload
- Frequent concentration required e.g. to analyse information such as database reports, research, and answering emails
- Frequent attendance at meetings
- Challenges inappropriate/poor operational practice
- Has exceptional communication skills at all times

Emotional Effort

- Occasional exposure to highly distressing or emotional circumstances
- Occasionally dealing with distressed staff, bereaved families fundraising on behalf of CHAS, volunteers or complaints from supporters
- Occasional exposure to difficult situations in relation to competence issues and managing staff and volunteers.
- Regular exposure to the stories of the children and families CHAS supports when developing content for supporter communications

PERSON SPECIFICATION

Supporter Care Manager

Attributes	Essential	Desirable	Methods of Assessment
Education, Qualifications and Training	<ul style="list-style-type: none"> • Educated to degree level or equivalent • Certificate of Fundraising Management or equivalent professional qualification 	<ul style="list-style-type: none"> • Recognised marketing qualification - e.g. IDM or CIM 	Application
Skills, Abilities and Knowledge	<ul style="list-style-type: none"> • Demonstrable working knowledge of databases • Evidence of theoretical knowledge and understanding of fundraising, and specifically, supporter care experience • Demonstrable, working knowledge of Microsoft Office or XP software applications • Excellent level of communication and presentation skills required, having to convey complex information in a variety of formats, for a variety of audiences • Able to represent the interests of the organisation at all levels and positively influence internal and external contacts • Demonstrable commitment to continuous professional development • Ability to prioritise own and others workload • Ability to develop clear and concise business processes • Strong understanding of CHAS plan and vision and articulate accurately to engage and motivate the Supporter Care team 	<ul style="list-style-type: none"> • Working knowledge of Raiser's Edge • Evidence of knowledge of the voluntary sector within Scotland 	Application and interview

Attributes	Essential	Desirable	Methods of Assessment
	<ul style="list-style-type: none"> • Commitment to excellence and integrity in fundraising, communications and management practice • Ability and commitment to implement CHAS policy with particular regard to fundraising in an ethical manner • Highly developed inter-personal skills required, having to develop and sustain relationships at all levels 		
Experience	<ul style="list-style-type: none"> • Relevant experience of working within the fundraising sector and evidence of knowledge of the legislative and regulatory framework, for fundraising within Scotland • Demonstrable experience of managing third party agencies and with positive outcomes • Experience of statistical analysis, reporting on KPIs and quality testing • Demonstrable experience of managing human, physical and financial resources • Demonstrable experience of storytelling and inspiring communications 	<ul style="list-style-type: none"> • Experience of public speaking, having conveyed your story to a variety of audiences in different settings 	Application and interview
Personal Qualities	<ul style="list-style-type: none"> • Passionate about impact and taking supporters on their own journey with CHAS • Acts with integrity • Innovative and inspirational • Works co-operatively with colleagues to improve service • Forms meaningful relationships with others • Demonstrates initiative and acts with effectiveness 	<ul style="list-style-type: none"> • Child and family focused • Motivated to work within speciality 	Application Interview

Attributes	Essential	Desirable	Methods of Assessment
	<ul style="list-style-type: none"> • Commitment to ongoing learning and development • Commitment to CHAS core value, vision and purpose • Professional attitude to work • Views change as a natural, positive and a continuing process • Commitment to Learning and Development including one to ones, annual development review and formal professional training 		
Other Requirements	<ul style="list-style-type: none"> • Willingness to travel between CHAS sites 	<ul style="list-style-type: none"> • Access to a car and full driving license 	Application and interview?