

SAMH Role Profile

Job Title:	Individual Supporter Manager
Job Family:	Fundraising
Department:	Strategic & Business Development
Reports to:	Head of Fundraising
Direct Reports:	Individual Supporter Fundraiser

Role Summary

The Individual Supporter Manager is a central role within the fundraising management team, contributing to the successful delivery of our ambitious fundraising strategy. SAMH has huge ambition for Individual Supporter fundraising, which has established a solid foundation in recent years. Understanding the needs and motivations of our supporters is crucial to delivering an outstanding service and driving significant growth.

You will manage a first class service for supporters and potential supporters, delivering excellent supporter care, putting the needs and motivations of our supporters at the centre. You will need strong creative skills across a number of channels to help develop a fast growing programme aimed at individual supporters.

Future plans for this income stream include a concerted recruitment drive, a more focused approach to high net worth individuals and philanthropists and working closely with other colleagues, particularly around Trusts and Foundations. The Individual Supporter Manager is responsible for the development, implementation and delivery of the Individual Supporter income stream and management of the associated individual supporter care programme.

Essential Duties and Responsibilities

1. As part of the Fundraising Management Team, develop an Individual Supporter Programme for SAMH's current and future supporters and then implement it.
2. Understand Individual Supporters' motivations and develop bespoke activities to reflect these.
3. Develop and lead on Individual Supporter activities from concept to completion, including communications and appeals.
4. Evaluate product success, reviewing and developing plans to align with results.
5. Create and build synergy with key stakeholder teams across the organisation to understand supporter experiences and motivations.
6. Acquire and/or develop a strong understanding of third sector trends and techniques to inform future activity.
7. Work closely with the Database Officer to maximise opportunities to develop segmentation through data analysis and profiling to increase performance.
8. Work with colleagues who support communications and marketing activities to produce strong and compelling fundraising materials for a wide range of media.
9. Explore and test new methods for donor recruitment and increasing donations.
10. Manage supporter data systems in accordance with legislation and best practice.
11. Keep informed of fundraising regulatory and legislative changes, ensuring these are implemented timeously.
12. Be responsible for individual supporter income and expenditure budgets, reporting, monitoring, preparing forecasts and achieving targets.
13. Effective line management, professional support and personal development of colleagues in direct line of management.

Key Working Relationships & Contacts

The Individual Supporter Manager will be a key ambassador for SAMH, developing positive relationships with a range of Supporters, stakeholders and organisations to deliver the highest standard of customer care. The Individual Supporter Manager will nurture internal relationships to promote and deliver the Individual Supporter Strategy to greatest effect

Working Environment/ Special Circumstances

- The post will require travel between our Glasgow and Edinburgh offices.
- This post will require the ability and willingness to travel across Scotland, attend events as appropriate, and may occasionally require overnight stays away from home.

Experience & Qualifications

Experience

- Experience of working in an Individual Supporter fundraising or customer focused environment. (Essential)
- Experience of delivering excellent customer care. (Essential)
- Demonstrable success in building effective relationships. (Essential)
- Experience of developing communications for a range of audiences. (Essential)
- Demonstrable success in working to targets. (Essential)
- Experience of Raiser's Edge Database, or other database system, and its use in a fundraising or customer focussed environment. (Desirable)

Qualifications

- Educated to degree level standard or equivalent experience. (Desirable)
- Membership of the Institute of Fundraising. (Desirable)

Knowledge & Skills

Knowledge

- Excellent knowledge and understanding of Individual Supporter fundraising principles. (Essential)
- Understanding of setting and monitoring budgets and developing plans. (Essential)
- Knowledge of database management. (Essential)
- Understanding of Supporter Care standards. (Essential)
- Understanding of supporter motivations and priorities. (Desirable)
- Understanding of giving channels. (Desirable)
- Ability to act as a SAMH ambassador with stakeholders. (Desirable)
- Understanding of and commitment to, the principles of working with volunteers. (Desirable)

Functional/Work-based Skills

- Creative, strategic thinker, with skills to develop new initiatives. (Essential)
- Excellent communication skills across a range of channels. (Essential)
- Ability to undertake project management from concept to completion. (Essential)
- Excellent organisational skills. (Essential)
- Self-motivated and innovative, with a problem solving approach. (Essential)
- Ability to demonstrate flexibility and adaptability. (Essential)
- Competence in MS Office. (Essential)

Core Competencies and Commitment

At SAMH, our values underpin everything we do. We believe that everyone has the right to be treated with dignity, respect and equality. We believe that everyone is entitled to hope and choice and to achieve personal fulfilment.

These are the competencies that SAMH looks for and expects from staff who support the people who use SAMH social care services. These competencies enable SAMH to deliver its core purpose of mental health and wellbeing for all.

Employees are required to read and understand the role profile for their position and are required to comply with SAMH's policies, all laws, rules, regulations and standards of conduct relating to their position and report any suspected violations of conduct to my line manager. All employees should adhere to the SAMH values in all interactions with service users, customers and colleagues.

Core Competencies, Behaviour and Skills

Recovery Focussed

Empathise, inspire and motivate others.

Deliver person centred and recovery focussed support to enable individuals to achieve positive outcomes.

Communication

Communicate effectively and professionally and contribute to the accurate recording and monitoring of all case and incident recording systems. This includes communications by email, by phone/text and other on-line methods.

Build and develop positive relationships with those who use our services.

Engage with a range of people from a wide variety of backgrounds

Deliver a high standard/quality of work

Maintain the highest personal and professional standards. Work professionally and collaboratively with internal and external colleagues, those who use our services and members of the public and to meet the requirements of funders and regulators.

Undertake personal responsibility for conduct and work ethic in line with SAMH Code of Conduct, the SSSC Codes of Practice and other relevant professional standards.

Critical Reflection and Learning

Ability to reflect on own practice and learn from own experiences and those of others.

Develop skills and knowledge of theory and practice and understand where role fits within SAMH and externally.

Supportive of Equality and Diversity

Challenge inequality and stigma; recognise and respond to the barriers individuals and groups face within society.

Treat all people within SAMH (both staff and service users) fairly and with respect regardless of their age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and/or sexual orientation.

Commitment to Health, Safety and Well-being

Understand, encourage and carry out the principles of integrated safety management; comply with SAMH Health and Safety Policy and Procedure; complete all required H & S training; take personal responsibility for safety.

Participation

Ensure the people who use our services have the opportunity to get involved in their support, their service, their community or in SAMH as an organisation.

Team Working

Ability to work as part of a team.

Service User Engagement

Develop, maintain and demonstrate a wide range of interpersonal skills when working with the people we support, including: open-minded, respectful, active listening, empathetic, promote independence, maintenance of confidentiality, honest, honourable in agreements and practices, appropriate body language, solution focussed, supportive and approachable, non-judgemental, pro-active, patience and resilience, professional approach