

Post: Supporter Care Executive

Responsible to: Supporter Care Manager

Key contacts/relationships:

External: Members of the public and supporters - donors, event participants and sponsors, trusts and foundations, corporates, volunteers, and social groups

Internal: All colleagues, in particular Marketing and Supporter Experience, Fundraising and Philanthropy, Brand, Research and Customer Relationship Management (CRM) Teams

Purpose

To be the first point of contact for all Worldwide Cancer Research supporters, known as Curestarters.

To provide a sector-leading service with every interaction, driving supporter loyalty and increasing Supporter Lifetime Value (SLTV).

Key responsibilities:

- Supporter engagement – as the first point of contact, provide excellent supporter experiences through every interaction with Curestarters driving supporter loyalty and value, such as enquiry resolutions and opportunities to cross-sell.
- Income processing – maintain efficient income processing and recording on Salesforce, ensuring all Curestarters are thanked appropriately and in a timely manner.
- Gift Aid – encourage eligible supporters to sign up to Gift Aid in accordance with HMRC regulations and internal processes to maximise income.
- CRM database – ensure Salesforce and ‘Sooty’ databases are kept up to date with relevant Curestarter information, such as contacts, donations, and non-financial information in line with the organisational Information Governance policies.
- Consent and contact preferences – ensure Curestarters’ consent preferences are processed in accordance with data protection legislation.
- Events – ensure Curestarters are stewarded through event fundraising activities, offering fundraising advice and providing merchandise as required.
- Collaboration - develop internal relationships to build charity knowledge and champion the needs of Curestarters to continually improve supporter experiences.
- Undertake any other duties that fall within the scope of the post as allocated by the line manager.

Generic information for all roles

- The responsibilities described within the job description are not intended as exclusive or exhaustive. They are to highlight the major tasks and duties of the role and the post holder may be required to undertake other duties that are consistent with the overall purpose of the role.
- It is expected that every job description will be subject to a regular review. In addition, posts may be reviewed where there is a change in the requirements of the charity.
- Every member of staff is expected to be a role model to others within the charity and those they encounter in the course of their duties upholding the charity's values.

Person specification:

Requirements	Essential	Desirable
Educational attainment	Good level of literacy and numeracy and/or demonstrable recent experience in a similar role.	Relevant qualification in fundraising, sales, or customer service.
Experience required	Customer or supporter facing role, liaising via phone, post, and email. Experience of a customer relationship database (CRM) in a fundraising or customer-facing role.	A not-for-profit organisation, particularly within a supporter facing role. A research fundraising environment.
IT experience	Computer literate with experience of CRM systems. Proficient in the use of Microsoft Office software, especially Word, Outlook and Excel. Creating and maintaining electronic and manual records.	Use of Salesforce CRM.
Skills and aptitudes required	High levels of attention to detail and accuracy in administrative tasks and a commitment to provide excellent service. Friendliness, with excellent interpersonal skills. Aptitude for learning new processes with the ability to work quickly and efficiently. Strong command of written and spoken English. Ability to deal respectfully and effectively with telephone enquiries from members of the public. Can work independently or as part of a team, with the ability to prioritise own workload.	Knowledge of relevant fundraising legislation. Knowledge of data protection legislation.

	Flexible and receptive to change.	
Interests	<p>Charity work.</p> <p>Professional learning and development.</p>	<p>Appreciation of discovery cancer research.</p> <p>Knowledge of Worldwide Cancer Research.</p>
Other requirements	<p>Willingness to understand the vision, mission and strategy of Worldwide Cancer Research.</p> <p>Commitment to attend training courses to update knowledge and skills.</p> <p>Occasional travel throughout the UK if required for meetings/key events.</p>	

