



Supporter Experience Officer

Location: Perth (Scone Airport) or Aberdeen Airport (Hybrid working)

Reports to: Individual Giving Manager

Hours: Full time — 37.5 hours per week

Salary: £29,000—£31,000

Benefits: Annual Leave: 36 days (incl. public holidays) + an extra day for your birthday (plus additional days for long service)
Death in Service benefit: 3 times annual salary
Optional Private Medical Insurance plan and Cashplan
Employee Assistance Programme
Enhanced Maternity/Adoption/Paternity Pay
Access to Blue Light Card
Learning and Development Opportunities
Hybrid Working (minimum 2 days per week in the office)

Working for Scotland's Charity Air Ambulance

Scotland's Charity Air Ambulance (SCAA) exists so nobody in Scotland suffers or dies because medical help cannot get there in time.

People can get sick or have accidents anywhere and anytime. But in Scotland there are places where urgent medical help cannot reach people. Or help gets there too late. And when lives are at risk every minute matters.

As a charity we rely on donations from the Scottish public, companies and communities to ensure that urgent medical help gets to the patient when it is needed, wherever they are and at whatever time of day.

Our donors are vital to delivering our mission and we are looking for a motivated, empathetic, and creative individual to help ensure every person who chooses to support our life-saving service feels valued and knows the impact of their support. This is a new and strategically important role, created to help us build stronger, longer lasting relationships with donors. Reporting to the Individual Giving Manager the successful candidate will support in the delivery of the Individual Giving strategy, programme and associated campaigns. They will play a key role in shaping and delivering personalised supporter journeys that foster loyalty, increase lifetime value, and strengthen the emotional connection between our supporters and our mission. This is a fantastic opportunity for an individual looking to use their creativity and drive to make a real difference to the people of Scotland.

This role will work alongside the fundraising and marketing and communications teams, and engage with the wider organisation — including pilots and paramedics — to share the story of SCAA and ensure our supporters feel connected to our mission.

This is a full-time role based either in Perth, at Scone Airport, where SCAA headquarters are located, or at our Aberdeen base at Aberdeen Airport (if based in Aberdeen there will be the requirement for the successful candidate to attend our Perth base on an occasional basis). The usual hours and days of work will be Monday to Friday, 9am—5pm. SCAA supports flexible and hybrid working arrangements—our current arrangements consist of a minimum of two office days per week.



Supporter Experience Officer

Scotland's Charity Air Ambulance

Our Mission

To save lives through the urgency and quality of our response to time-critical emergencies.

Our Values

- One team in all we do
- Safety and risk alert
- Passion, care, and compassion
- Transparency, honesty, integrity
- Responsive, respectful, and inclusive



Our Vision

To provide a valued, sustainable, leading edge national air ambulance service that is integral to emergency services in Scotland.

Our Ethos

Fast, professional, responsible, innovative, visible.



Supporter Experience Officer

About the role

Role Purpose

To support in the delivery of SCAA's Individual Giving strategy by shaping and delivering personalised supporter journeys that inspire loyalty, increase lifetime value and deepen emotional connection to our mission. Working with the Individual Giving Manager to design innovative engagement approaches, implement meaningful stewardship activities and use data-driven insight to continuously refine supporter experience. To collaborate across the fundraising, marketing and communications and operational teams to ensure every interaction is thoughtful, timely and impactful, helping to build stronger, longer-lasting relationships with our donors.

Key Responsibilities

Supporter Journey and Engagement

- Design and deliver personalised supporter journeys across audience segments with a focus on individual giving (e.g. cash donors, regular givers, lottery players) but with opportunity to shape what excellent stewardship looks like across the organisation.
- Identify and implement stewardship touchpoints including thank you calls, milestone celebrations, handwritten notes and impact updates.
- Monitor supporter feedback and behaviour to help shape engagement strategies, feeding back learnings to wider team.
- Work with the wider fundraising team to input into and help shape what excellent stewardship looks like across the organisation, as directed and required.



Supporter Experience Officer

About the role

Communications and Content

- Collaborate with the Marketing and Communications team to source and share stories, photos and testimonials for use across supporter journeys.
- Draft and coordinate supporter emails, letters and digital content ensuring alignment with campaign messaging.

Data and Insight

- Use CRM data and insight to segment audiences, inform journey design, and understand supporter behaviour.
- Track supporter sentiment and proactively identify opportunities to surprise and delight supporters, helping to improve satisfaction and retention.

Collaboration and Delivery

- Coordinate with colleagues across Fundraising, Administration and Marketing and Communications teams to ensure smooth and timely campaign fulfilment.
- Liaise with Administration and Finance teams to ensure any donor-related processes (such as thanking donors), and supporter records are accurate and up to date.

Compliance and Learning

- Ensure all supporter engagement activities meet GDPR and Fundraising Regulator guidelines.
- Maintain professional development and share best practice in supporter care and stewardship with the wider organisation.



Supporter Experience Officer

General responsibilities

- Maintain and improve competencies through continuous professional development.
- Work collaboratively with staff across the charity and key partners.
- Work effectively and efficiently to administration, communication, health and safety protocols and policies to ensure that organisational systems and procedures are implemented.
- Abide by organisational policies, codes of conduct and practice as described in the Staff Handbook.
- Treat with confidentiality any personal, private, or sensitive information about individual organisations and or schemes or staff etc.
- Perform other associated duties as may arise, develop, or be assigned in line with the broad remit of the post.
- Be prepared to travel throughout Scotland and occasionally beyond to meet the needs of the business.



Supporter Experience Officer

About you

Essential:

- Experience working in donor or customer relationship management.
- Strong communication skills, with a creative and empathetic approach to communication, storytelling and stewardship.
- Collaborative and proactive, with excellent attention to detail.
- Excellent organisational skills.
- Knowledge and experience in working with a CRM database package and working with data to inform decisions.
- A passion for delivering exceptional supporter care, the supporter experience and its role in long term fundraising success.

Desirable:

- Experience working in a relevant role within a charity or membership-based organisation.
- Knowledge and understanding of Data Protection legislation.



Supporter Experience Officer

Join us!

Application

To apply for the role please email the following to **Susie Crocker** at Recruitment@scaa.org.uk

- your CV and covering letter— outlining your suitability for the role, your relevant experience, your motivations for applying and how you heard about this vacancy. We advise you to refer to the 'About You' section and use this to explain your suitability for the role.
- Equality, diversity and inclusion monitoring form (optional)

As an equal opportunities employer, SCAA is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join SCAA.

If you have any specific questions about the role then please contact: **Emma Bissett**—Individual Giving Manager at e.bissett@scaa.org.uk.

Application deadline is 5pm on Sunday 21st September.

Interviews

Interviews will take place at our base at Perth Airport in Scone during the week commencing the **29th September or 6th October**.



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