

We are patient centered, compassionate, respectful, brave, self-aware, informed and driven

## Agreed Job Description and Person Specification

<b>Job Title:</b>	Supporter Development Manager
<b>Role Classification: D</b>	<b>Job Family: Professional Services</b>
<b>Line Manager:</b>	Head of Fundraising
<b>Professionally accountable to:</b>	Director of Fundraising, Retail and Communications

### Job Purpose

As a key member of the fundraising management team, support delivery of the hospice's five-year income generation strategy and growth plans. Specifically, this role will maximise income generation potential through the creation and implementation of innovative supporter engagement strategies that are supporter centric and based on insight. This role will also oversee the Supporter Experience function, whose purpose is to embed gold standard stewardship and interactions with our supporters across the whole directorate. This role will also be responsible for overseeing the fundraising Customer Relationship Management tool, which underpins all communications with our supporters. Utilising the system to analyse data and use insights gained to inform decision making.

### Responsibilities

- Lead the team to develop and deliver innovative and impact led supporter engagement strategies across multiple channels including digital and print with a view to increasing retention, tackling attrition, uplifting donations and exploring cross selling opportunities.
- This role will lead the development and management of supporter journeys across all income streams. There will need to be a particular focus on building relationships with families/stakeholders that have a personal connection to the hospice.
- Develop retention strategies for our committed giving products (lottery, regular giving, cash, legacy pledgers and in memory donors). The acquisition elements on these campaigns are led by the Committed Giving Manager.
- Lead the team to develop and deliver an insight strategy where teams from across the fundraising directorate can benefit and can use insights gained from Beacon CRM to inform decisions including segmentation.
- This role will lead the development and management of a reward and recognition programme where supporters are thanked appropriately and in a timely way, depending on size of gift and length of support. Support with the creation of any assets to deliver this function.

- Working closely with the Philanthropy Manager, you will lead on the growth of a mid-level programme, upgrading existing donors, and identifying suitable engagement strategies to develop this segment of supporters
- Line management responsibility for the Supporter Experience and Data Lead as well as being overall team lead for the Supporter Experience team; monitor and maintain high quality standards by regularly auditing the supporter experience against agreed KPIs and targets
- Maintain oversight of supporter acknowledgement: regularly updating thank you letter templates, drafting new template letters/paragraphs when required
- Gift Aid: responsible for ensuring the accuracy and compliance of Gift Aid claims, maximising Gift Aid uptake and income
- Data management: Support the Supporter Experience and Data Lead with the management of the database, ensuring that the data we retain is clean and in line with our retention policy. Support the Supporter Experience and Data Lead with the segmentation of data and ensure we have a thorough insight strategy in place so all the decisions we make across our fundraising directorate are based on data.
- Policies & Procedures: ensure compliance with all relevant fundraising policies, taking ownership of any policies relating to delivery of supporter experience and updating as necessary
- Carry out any other reasonable duty and deputising for the Head of Fundraising Engagement as may be required

## Organisational Chart



## Additional Job Facts

St Margaret's Somerset Hospice Registered Office: Heron Drive, Bishops Hull, Taunton, Somerset, TA1 5HA. Registered Charity No: 279473  
 St Margaret's Somerset Hospice is a Charitable Company Limited by Guarantee. Registered in England No. 1471345



All staff must work within Organisational policies, procedures and guidance and in a way that demonstrates St Margaret's values and core competencies. St Margaret's has a specific role and responsibility in relation to safeguarding, and a duty to safeguard and promote the welfare of all adults and children at risk with whom we have contact.

All staff are responsible for ensuring they follow good infection control practices at all times and that they are familiar with infection control policies, procedures, and guidance. Undertaking the necessary level of training relevant to their area of work.

### **Equality Diversity and Inclusion**

- Recognise the importance of people's rights and act in accordance with legislation, policies, and procedures
- Support people who may need assistance enabling them to make best use of their abilities
- Acknowledge and recognise people's expressed beliefs, preferences and choices, respect diversity, value people as individuals and encourage others to do so
- Promote a "can do" approach and an open and fair culture throughout the organisation.

### **Health & Safety and Risk Management**

In order to protect the safety of the public, patients, and staff, it is the responsibility of all employees to be aware of their duties under the Health and Safety at Work Act and under specific local or departmental Health and Safety Policies and to maintain a working environment that promotes health and safety.

In addition, managers and individuals are responsible for considering the various activities of their department, so as to:

1. Manage risks within their area of influence
2. Implement control measures and contingency plans
3. Report risk management activities and concerns to the Line Manager.

### **Data Protection**

Any personal identifiable data handled by St Margaret's must be collected and processed in accordance with the Data Protection and Confidentiality Policy. Data must be kept up to date, limited to what is necessary and held securely. Data must only be used for the purpose for which it was collected and accessed by and shared only with those with a genuine need. It must be disposed of in line with the Records and Document Management Policy.

### **Personal Development Review**

The Hospice is committed to ensuring all staff receive an annual review, participate in the review scheme, and develop, in conjunction with their line manager an agreed personal development plan. All staff are expected to participate in the review scheme.

### **Changes To the Job**

This job description is not restrictive and needs to be flexible to cope with the changing needs of the job and the Hospice. It should be taken as the current representation and consequently will be subject to review no

less than annually. Any changes to the job description will be made following consultation with the individual before changes are made.

Signed \_\_\_\_\_ Postholder Date \_\_\_\_\_

Signed \_\_\_\_\_ Manager Date \_\_\_\_\_

## Person Specification Form

Core Competencies & Requirements	Essential	Desirable
<b>Education/Qualifications</b>	GCSE minimum Grade C/5 in English and Maths	Educated to degree level or equivalent with a good command of English language
<b>Self-Awareness</b>	Highly developed organisational skills; able to juggle and prioritise tasks  Flexible approach, able to deal with shifting priorities	
<b>Working with others</b>	Demonstrable experience of delivering high quality supporter/customer care within a busy and rapidly changing environment  Comfortable working with a diverse range of people in different environments  Experience of leading a high performing team, ensuring they are supported and delivering their individual objectives	Experience of supporting recently bereaved people
<b>Outcome &amp; Results</b>	Experience of delivering donor retention strategies that aim to decrease attrition, uplift donations and offer cross sell opportunities.  Experience of setting and managing income and expenditure budgets  Experience of successfully managing individual campaigns/appeals that have generated income	Experience of creating a stewardship plan which outlines how supporters should be thanked depending on their level of giving and length of support.

Core Competencies & Requirements	Essential	Desirable
Leading in your area	<p>Project Management experience</p> <p>Experience of creating and delivering fully integrated multi-channel appeals/campaigns to target and within budget</p> <p>Demonstrable experience of using CRM databases and gathering insight from other sources to enhance the supporter/customer experience</p> <p>Creative and imaginative in approach to ideas and opportunities</p>	<p>Have previously worked in an Individual Giving fundraising team</p> <p>Previous experience of working with Beacon</p>

St Margaret's Hospice Care takes its responsibility to protect your privacy and personal data seriously. You can read our privacy notice on our website: [www.st-margarets-hospice.org.uk/privacy-statement](http://www.st-margarets-hospice.org.uk/privacy-statement).