**Job Description**

**Job title:** Supporter Relationship Officer

**Department:** Development

**Reports to:** Head of Supporter Development

**Location:** Hammersmith, London W6

**Purpose of the job**

In this role, you will focus on delivering an exceptional supporter experience – deepening relationships and maximising overall value – across a range of supporters. This role works across individual giving, events and community fundraising.

Working closely with Head of Supporter Development you will develop and deliver fundraising activities in line with Turn2us’ fundraising strategy and to support donors, staff, trustees and volunteers in their fundraising, with the overall aim of building the profile of the charity and increasing the supporter base for income generation.

You will also work cross departments with the External Affairs, Digital and Programmes teams on a regular basis.

Working within the Development Team, the Supporter Relationship Officer will be responsible for:

1. **Developing and managing the supporter journeys for Turn2us supporters (35%)**

* Support the development and delivery of Turn2us’ supporter journey programme. Translate supporter insight into supporter communication plans that will put our supporters at the centre of making our new income generation strategy a reality**.**
* Deliver the newly developed supporter journey programme; developing creative, use the supporter database and Mailchimp to manage delivery of all supporter journey communications, develop performance reporting of supporter journey activity.
* Manage e – communication via Mailchimp including the bi – monthly fundraising e – newsletter
* Spot innovation and encourage new supporter journey approaches.

1. **Work alongside members of the team to deliver successful fundraising campaigns (30%)**

* To assist in delivering legacy marketing campaigns; assist in developing creative, delivery of the campaign and reporting on performance.
* Support growth of Turn2us online giving. Managing the development and review of the fundraising pages of the website, delivering digital campaigns – test campaigns, design messages, have oversight of online giving trends, managing our payment platform and online supporter journey.
* Manage the successful recruitment of London Marathon and Great North Run participants – marketing the events and managing their experience with Turn2us.
* Work with internal teams and service users to co – design and deliver fundraising content, conduct research needed to develop marketing material and case studies.

1. **Supporter care (20%)**

* Ensure that supporter care KPI’s are met in line with data protection regulations and Turn2us’ supporter charter.
* Speak to donors wherever possible to personally thank them for their support, or respond to contact enquiries
* To create and administer effective and engaging and personalised communication including thank you letters, regular updates and e - newsletters.
* Write and regularly update thank you letters and email templates, ensuring these are available for the team to use via the CRM system.

1. **Provide support to the Development Directorate (15%)**

* Be the first point of contact for all fundraising enquiries (via post, email, and website) and provide excellent supporter care.
* Responsible for correct logging of income on the database.
* Manage the full range of income processing systems and procedures, including:
* Receiving income, cash handling and banking in accordance with Turn2us policies and procedures.
* To reconcile daily income received and provide the finance team with records to confirm balances as required (end of month).
  + Coding donations in line with guidance, creating finance batches and ensuring proper reconciliation of income.
  + Manage the recording and reconciliation of income from third party service providers including Just Giving, Virgin Money Giving and CAF.
* Data management including data input, amendments, running reports and creating data queries as necessary.
* To keep Gift Aid Declarations up to date on the database and linking GAD scans to donor records.

**Note**: We would like the appointed person to work with our finance team to migrate most of the above functions to the finance team thus enabling the role to have a greater fundraising focus and potential to have even greater ownership and involvement in fundraising activity in the coming months.

1. **Other responsibilities**

* Represent the charity at fundraising events, both Charity led and supporter led.
* Keep up to date with current fundraising practice and legislation to ensure we are GDPR compliant.
* Undertake any other reasonable duties as requested.
* Help to facilitate the sharing and co-creation of knowledge across the charity and with external audiences.
* Demonstrate Turn2us’s values (be compassionate, collaborative, open, innovative and driven) in their conduct when representing the charity at internal or external meetings and events.
* To implement the Equal Opportunity policy into your daily activities wherever possible.
* To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act (1974) and relevant EC directives

These are the normal duties, which the Charity requires from the position. However, it is necessary for all staff to be flexible and all employees will be required from time to time to perform other duties as may be required by the Charity for the efficient running of the charity. This Job Description is non-contractual. It will be reviewed from time to time and may be subject to change. The post holder will be expected to ensure that their work complies with contractual terms and conditions, the Charity’s policies and procedures and key legislation, such as data protection and charity law.

The post holder will take responsibility to integrate safeguarding into all aspects of their work, complying with organisational policies and frameworks.

The post holder will be expected to ensure that their work complies with contractual terms and conditions, the Charity’s policies and procedures and key legislation, including the General Data Protection Regulation (GDPR) and charity law.

**Person Specification**

**Skills:**

**Necessary:** Ability to work pro-actively, flexibly and independently in order to support relationships with individuals and organisations.

Team work and the ability to build and maintain effective working relationships.

Highly organised, with the ability to monitor an deliver multiple projects to tight deadlines

Excellent written and verbal communication skills – for use at every level from major donors to volunteers in person, via telephone and in writing.

Analytical approach to using data and a high standard of numeracy and attention to detail against defined procedures and regulations.

Proficient in using all Microsoft Office packages

**Knowledge:**

**Necessary:** Understanding of charity fundraising

Proven experience of maintaining electronic and paper administrative, financial and information systems

Familiarity with social media and its use in a charity or fundraising context

**Desirable:** Experience of the implementation of supporter journeys in a fundraising context

Knowledge of Harlequin CRM would be an advantage

**Experience:**

**General:** Experience of working in a charity Supporter Care or fundraising role

Experience of working with fundraising CRM system

**Specialist:** Having worked within a fundraising team with input to managing individual giving campaigns

**Personal Attributes:**

A highly personable team member

A commitment to superb standards of supporter care and delivering new initiatives

An empathy with the Charity’s work

A willingness to adapt and work flexibly according to requirements

Commitment to apply Turn2us’ values to all aspects of the role

Turn2us is fully committed to equality, diversity and inclusion in our sector. We want this to be reflected in the diversity of the people who work for us and we welcome applications from people from all backgrounds.