

JOB DESCRIPTION

JOB TITLE:	Supporter Engagement Officer
DEPARTMENT:	Fundraising, Income Generation
RESPONSIBLE TO:	Senior Supporter Engagement Officer (to be reviewed in 12 months)
ACCOUNTABLE TO:	Interim CEO, Interim Director of Income Generation, Interim Head of Fundraising

Role purpose

The Supporter Engagement Team generates income across all areas of community fundraising. This includes working with businesses, individual fundraisers, groups, schools, public bodies, and event participants.

With the support of the Interim Head of Fundraising and the Senior Supporter Engagement Officers, you will develop and implement activities to raise funds from our community. This includes fundraising activities like; Go Orange, Tea for ellenor, Accumulator Challenge, Christmas Tree Recycling and Santa at Cyclopark. It also includes working with our community to recruit supporters who plan their own fundraising activities.

Duties and Responsibilities:

The list below is not exhaustive but will give an overview of expectations.

You will;

- Recruit supporters from our community, including businesses, individuals, groups, schools, public bodies, and event participants to raise the funds that help us support patients and their families facing life limiting illnesses.
- Work towards income generation and acquisition targets for the Supporter Engagement Team budget.
- Research sector activity and emerging public trends to ensure **ellenor** can offer exciting engagement opportunities for donors.
- Working collaboratively, develop plans to keep supporters engaged and actively continuing to support **ellenor**, to generate long-term sustainable income.

- Work with our Marketing Team to generate engagement with your fundraising endeavours, create appropriate marketing materials, and support the building of case studies.
- Represent **ellenor** by attending presentations, talks, tours, meetings, and pitches.
- Develop positive and effective internal relationships. Identify opportunities to increase income from within the organisation through collaborative working.
- Stay up to date and adhere with Fundraising Regulations and other relevant governing bodies at all times.
- Maintain accurate records of your activities onto our database
- Develop respectful relationships with fundraising volunteers to give them guidance, support and advice to maximise their potential. Where requested, provide regular feedback on performance.
- Work in partnership across the Fundraising team on any aspects of fundraising when required, as directed by your line manager.
- Undertake mandatory training as required by **ellenor** and participate in appropriate education, learning and development.
- Support and maintain a working environment that is respectful and positive.
- Maintain confidentiality of all information acquired. This includes supporters, patients, carers, staff and volunteers.
- Undertake an appraisal annually and, through self-development, continuously update and improve knowledge and competencies.
- Take responsibility for being up to date with current policies and procedures and to adhere to these.
- Co-operate fully in the introduction of any new technology and new methods of working as appropriate. Strive to have a high level of IT literacy.
- Promote at all times **ellenor's** aims and values.
- Be aware of guidelines stated in staff handbook and all relevant policies and procedures.
- Take on any other duties that may be reasonably requested.
- Deliver key events, campaigns and projects working towards our strategic objectives.
- Actively contribute to a culture of resourcefulness and best practice to make the best use of time, skills, and expenditure.
- Be able to see opportunities that align with the needs of **ellenor**
- Be responsible for your own administration.

You should be;

- Equipped with a minimum of 1 year of fundraising, sales income generation or customer services experience.
- Someone who thrives on giving supporters/customers a great experience.

- Tactful and respectful of the various people you will come in to contact with.
- Able to create meaningful stewardship plans to take those you account manage through a journey of discovery about our organisation its activities.
- Knowledgeable about the use of data to source donors.
- Able to demonstrate the management of projects/campaigns/events.
- Able to communicate your plans and their progress with stakeholders.
- Able to assimilate information from a variety of sources.
- Able to manage a demanding workload through good planning and organisational skills.

Internal Key relationships

- Managers and Service Delivery Leads
- Trustees
- Marketing Team
- Supporter Care Team
- Education Team
- Wider Fundraising Team

External Key relationships (this list is not exhaustive but identifies some of the key stakeholders)

- Businesses
- Individual supporters and donors
- Groups
- Education providers
- 3rd party event providers
- Suppliers
- 3rd Sector Community

Health and Safety

The post holder has responsibility to take reasonable care of self and others in relation to managing risk, health and safety and will be required to work within the appropriate policies and procedures.

This job description is not intended to be restrictive but is an outline of the main duties. The job description will be reviewed periodically to take into account developments in the organisation, department or role.

General:

- Adapts and develops in line with the changing needs of the role,
- Acts as an ambassador for **ellenor** in order to raise the profile of the organisation at a local, regional and national level, as required,

- To maintain up to date mandatory and essential to role training
- Works flexibly across sites and departments from time to time as may be requested by their managers,
- Undertakes other duties commensurate with the seniority of the post as may be requested by their managers,
- To follow all policies and procedures,
- The work within own professional Code of Conduct at all times
(Registered clinical staff only)
- To be aware of the staff values of the **ellenor** and to behave as a fit representative.

This Job Description will be reviewed on a regular basis

- To follow all policies and procedures,
- The work within own professional Code of Conduct at all times
(Registered clinical staff only)
- To be aware of the staff values of the **ellenor** and to behave as a fit representative.

Postholder's Name

Postholder's Signature Date

Manager's Name

Manager's Signature Date

<p>Personal Specification Supporter Engagement Officer</p>
--

Essential;

- Minimum 1 year experience working as a fundraiser, sales or customer service environment.
- Experience of successfully account-managing a portfolio of different donors or customers at once to achieve a range of different objectives.
- Entrepreneurial self-starter and leader with creativity, initiative and confidence.
- Motivated by working in a target driven environment and as part of a team.
- Good organisational skills and the ability to assess, prioritise and manage a varied and demanding workload.

Desirable;

- Excellent communication skills, including creating written proposals, as well as public speaking and networking.
- Understanding of Fundraising Regulations.
- Hold a UK driving license