**Job Description**

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| **Job Description:** | **Supporter Relations Manager** |
| **Department:** | Supporter Relations |
| **Reporting to:** | Head of Fundraising and Marketing |
| **Responsible for:** | Supporter Relations Administrators |
| **Grade** | 4b |
| **Context and Scope:**  Bransby Horses was founded in 1968 by Mr. Peter Hunt, his lifelong passion for horse welfare continues as the charity works hard to be flexible in its approach to meet the growing demands on equine welfare charities.    As a charity, we predominantly rely on voluntary income, generated through our fundraising work and the trusted relationships with our supporters. In line with the charity’s 10-year strategic plan, the Supporter relations function is responsible for delivering excellent supporter centric care in line with the culture, brand and values of the charity.  The Supporter Relations Manager is responsible for the overseeing the team who accurately administer the campaigns and membership which generates voluntary income of approximately £800k.  This role is responsible for the management of the charity’s supporter database (CRM), ensuring that the data for our 95,000 supporters is accurately maintained to enable us to communicate relevant and timely information with our supporters and to enable all opportunities for income generation to be maximised. | |
| **Main Purpose:**  This role is responsible for the management of the charity’s supporter database (CRM), ensuring that the data for our 95,000 supporters is maintained on a timely basis to ensure that our knowledge of supporters is accurate and can be used effectively for targeted communications to support our long-term commitment to income growth.  To ensure the team are consistently delivering excellent customer service to our supporters and developing long-term trusted relationships with them both on and offline. | |
| **Summary of Main Duties:**  **General**   * The Supporter Relations Manager will contribute to the development of the charity’s Engagement and Income Generation strategy which supports the delivery of the financial sustainability commitments contained within the charity’s long term strategic plan. They are responsible for the creation of, and timely implementation of department plans to deliver upon the relevant elements of this work. * Manage the team responsible for the administration of income generation and engagement campaigns, to ensure that donations are accurately processed on a timely basis into the CRM to enable accurate KPI’s to be produced which measure impact of campaigns and management information to be prepared for monitoring and future development. * Oversee day-to-day operations, ensuring excellent customer service across all aspects of the work of the team. * Work closely with the team which fulfil mail order purchases, provide resource from the supporter relations team to support with fulfilment as required, ensuring excellent customer service is given to our supporters through the whole process. * To ensure there are robust procedures in place for all areas of work specifically for the use of the CRM, including donation processing, Supporter care (thank you responding, customer service), contribute to membership management and planning mailings and campaign management, online giving and general engagement. * Ensure that all activity undertaken by the team comply with the charity’s policies and procedures and that these are embedded throughout the wider team, updated as required and incorporate changes in legislative and compliance**.**   **Supporter Database (CRM)**   * Responsible for the accurate and affective management of the charity’s supporter database (CRM), working with the marketing team to ensure that there is an agreed method of capturing and processing and reporting of data for individual campaigns. Ensure the team are fully trained in the agreed ways of working. * Responsible for ensuring that all supporter records are accurately maintained to enable the information to be utilised to maximise gift aid claims and produce accurate data to be used for targeted mailings as agreed with the marketing team. * Champion continuous improvement with regular reviews and testing. Arrange training and best practice guidance. * To ensure the integrity of the charity CRM, ensuring the maintenance ofgood supporter records for donation processing, Supporter care (thank you responding, customer service), membership management and planning, mailings and campaign management, online giving, gift aid, lottery draws and general engagement. * Work closely with the Visitor Experience manager to develop and implement a system to ensure that we have the knowledge and information about our visitors, to enable us to continue to build trusted relationships with them.   **Leadership and Management Responsibilities**   * Responsible for ensuring that all areas of the Supporter Relations Team are appropriately resourced, to deliver upon the department plans and in-line with the charity’s values and budgets. * Oversee the delivery of the Supporter Relations department plan, ensure activity aligns with the income and expenditure budgets. * To monitor and report on progress of wider campaigns against operational plans/KPIs and the budget and adapt where necessary to respond to and reflect changing circumstances and identified risks. * Create and lead a high performing team. Be a role model for good management, motivating, supporting, giving, and receiving feedback to develop teams, with a good understanding of the charity’s Employment and Health and Safety procedures. * Be accountable for your team and ensure they are managed in line with the charity’s employment and health and safety policies, procedures, and employee handbook. * Be proactive in keeping up to date with changes in legislation and guidance relevant to the work of the department and charity; ensuring staff are trained and compliant. * Complete all accessible training and CPD relevant to your role and oversee the training and development of the team to ensure that they are competent and confident in fulfilling their roles. Ensure that the team attends all appropriate training and CPD and provide support where necessary. * Ensure that all activities are in line with the Fundraising Regulator and Data Protection Act and General Data Protection Regulations, the Gambling commission Fundraising Preference Service and Charity Commission guidelines. * Ensure the provision of good quality, timely reports such as monthly KPI reports and quarterly reports for management and Trustees and any other reports as required from the department. * Responsible for production of, and compliance with, procedures which relate to the areas of work covered by the role holder. Ensure that all activity complies with the charity’s policies and procedures and that these are embedded and understood throughout the wider team, updated as required and incorporate change in legislative and compliance. * As part of the management team, embed the charity values and Bransby Behaviours into your team’s daily performance.   **Other**   * Develop strong working relationships with other departments as required, for the benefit of the charity. As part of the management team, you will collaborate with other teams, providing resources to support operational demands in other areas where possible. * Build and maintain relationships with key stakeholders within the charity, equine welfare sector and other charity contacts. * Deal with confidential and sensitive information appropriately following Data Protection and GDPR procedures at all times. * To promote Bransby Horses and its work to all supporters, visitors, and members of the public.   **This is not an exhaustive list of all duties that may need to be undertaken. It may be necessary to undertake other duties to fulfil the objectives of the charity.** | |

**Person Specification**

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| **Education & Qualifications** | Essential   * High standard of English and Mathematics * Educated to degree level or equivalent.   Desirable   * Relevant Professional Accreditation * Evidence of CPD * Fundraising or Marketing qualification |
| **Experience & Knowledge** | Essential   * Experience of managing a CRM system and ensuring its integrity is upheld, along with first hand data inputting experience * Demonstrable experience of working to targets, managing, developing and motivating a team and delivering operational plans * Experience of GDPR, Gift Aid, fundraising regulations and charity commission compliance * Experience of financial planning and budget management   Desirable   * Charity / voluntary sector experience * Experience of project management * CRM implementation, data cleansing, importing and exporting data |
| **Skills & Competencies** | * Excellent management skills to lead, motivate and develop a team * Excellent verbal and written communications and can communicate confidently with all levels of the organisation and supporters * Outcome driven and able to prioritise to meet agreed commitments * Logical and analytical approach to processing data * Able to provide high standards of customer service and care * Able to work from own initiative and excellent time management skills * Have a versatile and flexible approach to working * Computer literate and highly proficient in the use of Microsoft Office word, excel and outlook * Can maintain high standards and demonstrate accuracy and the ability to be thorough in your work * Can focus on routine work and follow instruction appropriately * Understand the need for and demonstrate confidentiality as appropriate |
| **Personal Attributes** | * Positive, professional and enthusiastic * Ability to inspire and motivate team members * The ability to question and challenge in a supportive and constructive manner * A caring and compassionate approach to supporters and a commitment to excellent customer service * Responsive and resilient * Commitment to the charity’s purpose * A high level of attention to detail and accuracy |
| **Other** | * Always promote a professional image of the charity, both in and out of work. * Flexibility and willingness to work out of contracted hours on occasions. Due to the nature of our work bank holiday, evening and weekend working may be required. |