

JOB DESCRIPTION

Job Title:	Supporter Involvement Officer
Directorate:	Strategy and Development>Comms and Fundraising
Location:	Agile working from Tower Hill, London and home working
Reporting to:	Assistant Head of Individual Giving
Responsible for:	N/A

PURPOSE OF THE JOB

- To assist with the development, management and delivery of our communications plan for existing supporters.
- Your work will help our programme engage supporters, demonstrating the amazing impact that their contribution can have, as well as increasing our income.
- You will manage projects, with the support of the team, and be responsible for delivering high quality work, meeting deadlines and monitoring costs.
- You will also monitor results and produce regular reporting to assess the communications plan's performance against agreed targets.
- You will work with the Supporter Involvement Manager and our Data Insights team to source campaign data and to analyse responses to activity.
- Working with the team on new developments to improve the Individual Giving programme and introduce testing to assess recommendations.

KEY RESPONSIBILITIES

ASSIST DELIVERY OF THE SUPPORTER COMMUNICATIONS PROGRAMME

- Work with the SIT Team to deliver the existing supporter communications programme to help raise income and retain the support of our donors.
- Take a lead in delivery of the New Supporter Welcome Journey.
- Work with internal and external suppliers to deliver communications for our donors such as newsletters and appeals, and other stewardship communications.
- Work with data team on regular projects to ensure data delivered accurately and on time.
- Assist with the annual stewardship strategy and budget setting process of the wider individual giving team, as required.
- Adopt a donor-centred approach to all donor communications.

ACCOUNTABILITY AND REPORTING

- Monitor results of all campaigns as required, including weekly and monthly campaign performance to your manager and head of department.
- Accurately manage campaign expenses, monitoring costs against budget, adhering to the finance process and ensuring invoices are paid in a timely manner.
- Become conversant with Raiser's Edge database, being able to self-serve basic reporting and analysis.
- Ensure work practices are in line with Fundraising Regulator Codes of Practice, the Fundraising Standards Board, HMRC regulation (Gift Aid) and our internal Fundraising Performance Standards.

INTERNAL AND EXTERNAL LIAISON

- Coordinate with other teams and senior staff to gain feedback and approval across the organisation.
- Liaise with the Supporter Care team and response handling agency, including written and face to face briefings and responding to complaints and enquiries.
- Contribute to the wider planning and activities carried out by team.
- Develop effective supplier relationships with creative agencies, print suppliers, copywriters, freelance designers and telemarketing and fulfilment agencies, providing clear briefs and ensuring quality outputs.

KNOWLEDGE DEVELOPMENT

- Proactive in developing and maintaining a detailed knowledge of St Mungo's projects and service development in order to produce appropriate and timely communications.
- Proactive in developing an external fundraising network to stay well informed of individual giving methodologies, trends and challenges (through online forums, training and networking, benchmarking, best practice).

GENERAL

- Adhere to St Mungo's Policies and Procedures at all times.
- Cover for other members of the team as necessary.
- Being proactive in reviewing and evaluating own performance and identifying and acting upon areas for improvement and development.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or reasonably required by more senior members of staff.
- Attend and participate in team meetings and other meetings as required.

This job description covers the current range of duties and will be reviewed from time to time. It is St Mungo's aim to reach agreement on changes, but if agreement is not possible, St Mungo's reserves the right to change this job description.

PERSON SPECIFICATION

Supporter Involvement Officer

Although we are keeping direct experience/knowledge requirements to a minimum, we do need you to use the application form or supporting statement to demonstrate your capabilities, in relation to each point listed under essential requirements in the person specification. Where relevant use your answers to illustrate how your competences have helped you achieve positive results.

ESSENTIAL REQUIREMENTS

Experience, Skills, Knowledge and Abilities required for your application form:

1. Demonstrable experience of working in a fast-paced fundraising, marketing or communications environment.
2. Experience delivering and analysing fundraising or marketing or communications projects to schedules and budgets.
3. Experience of using data analysis and segmentation to review results and inform action.
4. Project management and time management skills with ability to manage complex, varied and time sensitive projects.
5. Adopts a creative and critical approach to work, with excellent attention to detail.
6. Good numerical reasoning ability to manage budgets and analyse data.

The below Experience, Skills, Knowledge and Abilities will be assessed at different stages of the recruitment process and throughout induction and training:

7. Determined and results focused individual, with strong analytical and problem-solving skills.
8. Confident, clear and thorough communicator – orally and in writing.
9. A self-starter, capable of working both independently and collaboratively as part of a team.
10. Confident and capable user of IT, including Outlook 365, Microsoft Word, PowerPoint and especially Excel.

The following are required of all roles with St Mungo's. However, you do not need to address these in your application:

- An understanding of and commitment to Diversity & Equality.
- Willingness and ability to work fixed hours and to work outside of normal office hours on occasion (time off in lieu will be granted).
- Willingness to work flexibly in response to changing organisational requirements.

In the selection testing/interview process, we will be assessing candidates against the following competencies:

COMPETENCY	PRIMARY INDICATORS
Improving and Innovating	<ul style="list-style-type: none"> • Is open to new ideas, improvement and change. • Handles situations and problems with innovation and creativity. • Shows commercial and financial awareness.
Interacting and Influencing	<ul style="list-style-type: none"> • Takes responsibility and demonstrates values-driven leadership. • Shows self-awareness. • Works well with other people. • Collaborates and networks effectively internally and externally. • Shows sound communication and influencing skills.
Understanding and Doing	<ul style="list-style-type: none"> • Able to find and analyse relevant written and numerical information and use it to make sound judgements. • Able to think strategically. • Demonstrates the necessary technical skills and aptitudes at the level that are required for the role. • Has good writing skills at the level required for the job. • Plans, organises and manages time well. • Demonstrates compliance and accountability.
Involving and Including	<ul style="list-style-type: none"> • Builds client/stakeholder involvement into all activities. • Is client and customer focused. • Aware of own level of cultural competence and proactively seeks to develop. • Actively promotes equality, diversity and inclusion among colleagues and clients.
Managing and Empowering (for managers only)	<ul style="list-style-type: none"> • Builds a high performing team. • Provides staff with clear direction and support. • Motivates, supports, enables and promotes the wellbeing of their team. • Manages the operational aspects of their function efficiently. • Implements plans, strategies and services effectively. • Actively contributes to service growth.