

Job Description

Job title:	Supporter Development Manager
Project/Base:	Orchard House, Canterbury, Hybrid homeworking
Reports to:	Head of Fundraising
Hours:	37.5 per week
Contract:	Permanent
Salary:	Grade H

Overall purpose

This is a chance to shape and lead Porchlight's individual giving and legacy programmes at a pivotal moment for the charity. You'll grow the value and longevity of support from new and existing donors, helping drive a sustainable fundraising strategy that changes lives for people experiencing homelessness, poverty or poor mental health.

You'll lead on understanding our audiences, developing the right products, messages and moments, and creating compelling donor journeys that build long-term relationships. Working closely with the communications team, you'll help deliver bold, multi-channel campaigns that inspire action and bring our cause to life.

People are at the heart of this role. You'll ensure every donor feels valued and connected to their impact, while line-managing the Senior Individual Giving Officer and Data Co-ordinator setting the standard for excellent donor care and stewardship.

Main duties and responsibilities

1. Lead the individual giving budget, KPIs and reporting, including performance updates against agreed targets.
2. Provide regular reports that track progress, provide feedback and implement changes to ensure continuous improvement and development.
3. Develop and deliver the donor development program and individual giving strategy, growing income from one-off gifts, regular giving, mid-level donors and legacies.
4. Work closely with the Head of Fundraising, Public Fundraising Manager and Philanthropy Manager and all Senior Officers to create a robust pipeline of support for Porchlight.
5. Work collaboratively across fundraising and communications to identify priority audiences, messages and products that drive sustainable income.
6. Plan and deliver compliant, multi-channel campaigns that grow the donor base, strengthen loyalty and build long-term supporter relationships.
7. Stay aware of latest trends and developments in individual giving, direct donor marketing, online and digital giving, and supporter care.
8. Design and oversee effective donor journeys, stewardship and cultivation approaches that retain supporters and increase lifetime value.
9. Line-manage the Senior Individual Giving Officer and Data Co-Ordinator carrying out 1-1 supervision and annual personal development and learning plans, and delegating tasks and responsibilities as appropriate to ensure best practice, regulatory compliance and high-quality donor care.
10. To maintain a working knowledge of Charity Law, the Fundraising Regulator's codes of conduct and guidelines, competitor activities, GDPR compliance and other relevant bodies on best practice relating to individual giving and direct donor marketing.

Database management and research

11. Ensure high-quality donor care and stewardship, using Raiser's Edge effectively to maintain accurate records, segmentation, consent and campaign data.

12. Maximise and process Gift Aid accurately, working with the Fundraising Data Coordinator to audit the database and ensure fundraising and data protection compliance.
13. Keep up to date with Raiser's Edge developments and wider individual giving and digital fundraising trends to improve donor development and supporter experience.

General

14. Take responsibility for own performance and development, contributing positively to team meetings and wider organisational activity.
15. Work in line with Porchlight's policies, including Equality and Diversity, and support the involvement of clients in fundraising activity where appropriate.
16. Be flexible to support fundraising initiatives and events, including occasional unsocial hours, and carry out other duties appropriate to the role.
17. To perform any other duties consistent with the role and/or reasonably required.

This job description is a summary of the main responsibilities of the post and duties may change and vary from time to time. Staff will be consulted on any major changes to the job description.

Person specification

We want the post-holder to be able to demonstrate the following competencies to a high level and want to use these to the full in their work. This is more important than having a great deal of direct experience of the job content, and we will be looking for evidence of all the following key competencies during the selection process, if you are shortlisted.

<ul style="list-style-type: none">• People focused• Positive and enthusiastic• Communication and influence• Teamwork	<ul style="list-style-type: none">• Quality focused• Adaptable• Problem solving• Creativity and innovation
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Although we are keeping direct experience/knowledge requirements to a minimum, we do need you to use the application form to demonstrate your capabilities in relation to each of the criteria listed below (addressing each point in order). Where relevant use your answers to illustrate how your competences have helped you achieve positive results. This will give you the best possible chance of being shortlisted.

Qualifications

Desirable

1. Car user with full driving license and access to own vehicle (subject to the provisions of the Disability Discrimination Act 1995)

Experience

Essential:

2. Minimum three years' experience within a project management or direct line managerial role
3. Ability to demonstrate a proven track record in raising funds and meeting targets, deadlines and KPIs
4. Ability to plan and deliver fundraising, marketing or engagement activity that increases reach, engagement and/or income.
5. Strong budget and project management skills, with experience of managing multiple campaigns/projects
6. Experience building and maintaining positive relationships with donors, customers or stakeholders.
7. Confidence using CRM or contact management systems to manage data, track activity and support relationship-building.
8. A good understanding of digital channels and how they can be used to engage and grow supporter audiences.

Desirable:

9. Experience supporting fundraising acquisition and retention activity or direct marketing campaigns.
10. Experience of In Memory and/or Legacy fundraising
11. Experience of working with High Net Worth individuals
12. Experience of working with external agencies to deliver fundraising activities
13. Experience of developing and delivering events
14. Familiarity with fundraising CRMs such as Raiser's Edge.
15. Understanding of, or experience working with, organisations supporting vulnerable people.

Knowledge

Essential

16. Commitment to maintaining good knowledge of the Charities Act, GDPR guidelines, the Fundraising Regulator's codes of conduct and good practice in relation to fundraising and direct marketing.

17. Understanding of donor journeys, Gift Aid, legacy fundraising, and an interest in social care, specifically the homelessness/mental health sectors.

Skills and abilities

Essential

1. Excellent written, verbal and presentation skills, with the ability to influence, build strong relationships and willingness to represent and be a spokesperson for Porchlight to diverse audiences.
18. Strong analytical skills and project management skills, with the ability to prioritise and meet deadlines.
19. Highly motivated, adaptable, solution-focused, and able to work independently and as part of a team.
20. Confidence using digital tools (including Word, Excel, PowerPoint and Outlook) and CRM systems to manage data and supporter relationships.
21. Ability to work within and across teams, establishing good working relationships across teams and with external partners.

Personal qualified

Essential:

22. Solution-focused, adaptable, positive and self-motivated
23. A commitment to the practical application of Equal Opportunities.