

JOB DESCRIPTION

JOB TITLE

SUPPORTER ENGAGEMENT MANAGER

DEPARTMENT

**GLOBAL FUNDRAISING, MARKETING
AND COMMUNICATIONS**

CONTRACT TYPE

PERMANENT

REPORTING TO

**HEAD OF SUPPORTER ENGAGEMENT
AND DATABASE**

DIRECT REPORTS

**SUPPORTER ENGAGEMENT OFFICERS (X3)
SENIOR COMMUNITY FUNDRAISING OFFICER
SUPPORTER ENGAGEMENT & DATABASE ASSISTANT**

LOCATION

**HYBRID – TWO DAYS PER WEEK IN
LONDON OFFICE; AND REMOTE**

HOURS OF WORK

34.5 HOURS PER WEEK

ANNUAL LEAVE

**26 DAYS ANNUAL LEAVE, PLUS BANK HOLIDAYS.
FURTHER DAYS OF LEAVE WILL BE EARNED AFTER
TWO YEARS OF SERVICE – SEE THE EMPLOYMENT
HANDBOOK FOR DETAILS.**

REMUNERATION

CIRCA £40,000 PER ANNUM, PLUS BENEFITS.

SPANA (The Society for the Protection of Animals Abroad) is the global charity for the working animals of the world. Since our foundation in 1923, we have worked where they work, to support the welfare of working animals, including horses, donkeys, mules, oxen, dogs and camels. Find out more at www.spana.org

OUR VISION

Our vision is a world where every working animal lives a healthy and valued life.

OUR MISSION

Our mission is to transform the welfare of working animals in a world where animals, people and the environment are respected and thrive.

SUMMARY OF ROLE

As our Supporter Engagement Manager, you will work to ensure that SPANA provides its supporters and external stakeholders with the best-possible experience of the charity. While line-managing the Supporter Engagement team, your work will range from ensuring SPANA donations and post are compliantly processed, to co-ordinating responses to enquiries, comments and complaints via post, phone and online. You will also manage the development and delivery of SPANA's community fundraising programme.

This role will suit a dynamic, agile individual who recognises the importance of customer care and has the ambition to build SPANA's position as a centre of excellence in supporter engagement.

Key Relationships

- Responsible to the Head of Supporter Engagement and Database
- Supporter Engagement team: Supporter Engagement Officers (x3); Senior Community Fundraising Officer; and Supporter Engagement & Database Assistant
- Database team
- External suppliers and data processors
- Director of Global Fundraising, Marketing and Communications
- Global Fundraising, Marketing and Communications colleagues
- Global Programmes and Global Resources Teams
- Global project colleagues and partners.



KEY RESPONSIBILITIES

Supporter Engagement

- Ensure all donations and enquiries are acknowledged appropriately, professionally and within agreed timeframes/our service level agreement, in order to maximise supporter and stakeholder satisfaction.
- Manage the operation of SPANA's PO Box and London mailing points, ensuring all post is compliantly processed, recorded and scanned.
- Manage the SPANA FAQs, standard enquiry responses and thank you letters to be used by the team.
- Personally handle complaints and any sensitive matters, working with the Head of Supporter Engagement and Database, and the Director of Global Fundraising, Marketing and Communications, as necessary.
- Create and maintain Supporter Engagement process documents and training guides.
- Ensure all Supporter Engagement team interactions with stakeholders are captured on Raiser's Edge.
- Ensure the main SPANA switchboard runs effectively.
- Manage the use of external call-handling suppliers as required.
- Ensure the team's key performance indicator data is recorded and available.
- Ensure all donors, supporters and stakeholders have the best-possible experience in every interaction with SPANA.

Community fundraising

- Manage the development and delivery of SPANA's community fundraising programme, including our current products World Tea Party and Big Knit.
- Ensure the charity meets or exceeds its annual community fundraising income target, whilst managing relevant expenditure.
- Develop and maintain strong relationships with SPANA community groups across the UK.
- Oversee the management of challenge events supported by SPANA.
- Represent SPANA at local events and in media opportunities.
- Manage the development of community fundraising marketing materials, working with external suppliers and internal stakeholders as necessary.

Management

- Manage the Supporter Engagement team, motivating and developing team members to deliver on objectives and targets.
- Report regularly on the performance of the Supporter Engagement team, compiling key performance figures (e.g. complaints log).
- Manage the workflow of the Supporter Engagement team, ensuring all daily tasks are covered at all times and all team members have a manageable workload.
- Establish good working relationships with our external suppliers, data handlers and agencies, and resolve queries and complaints involving them as necessary.
- Remain up to date with the activities of SPANA and our countries of operation.
- Ensure all supporter engagement and community fundraising activities comply with all relevant fundraising and charity legislation, including GDPR.
- Take responsibility for managing SPANA staff events as required.
- Be proactive in striving for ways to champion supporter engagement at SPANA.
- Deputise for the Head of Supporter Engagement and Database as required.

It should be noted that this job specification and remit may develop over time. The postholder should be happy to adapt and take on new and different tasks within the scope of the role.



Working animal welfare since 1923

PERSON SPECIFICATION

<p>KNOWLEDGE, TRAINING & QUALIFICATIONS</p>	<ul style="list-style-type: none"> • Knowledge of supporter engagement and customer care policies, process, procedures and programmes. • Knowledge of community fundraising and supporter events. • Knowledge of charity fundraising regulations, GDPR and data practices. • Knowledge of the requirements and expectations of working in the charity sector. • Knowledge of the animal welfare charity sector (desirable).
<p>EXPERIENCE</p>	<ul style="list-style-type: none"> • Experience of working in a supporter engagement role or equivalent, with a track record of developing and maintaining strong and effective relationships with donors, supporters and stakeholders. • Experience of establishing and development processes and procedures that optimise performance. • Experience of logging activity on a database, preferable Raiser's Edge. • Experience of managing post collection and processing. • Experience of income processing. • Experience of managing team rotas and schedules. • Experience of ensuring full operational compliance with all relevant charity regulations. • Experience of resolving enquiries and complaints. • Experience of handling sensitive matters with tact and professionalism. • Experience of providing excellent customer service. • Experience of managing and developing staff, to enable them to meet their objectives and fulfil their potential. • Experience of managing community fundraising activities and supporter events (desirable).
<p>SKILLS AND ATTRIBUTES</p>	<ul style="list-style-type: none"> • An outstanding communicator, with strong written and verbal skills. • Excellent interpersonal and organisational skills. • Ability to converse, build strong relationships and work with stakeholders at a variety of levels • Ability to diffuse situations with patience and diplomacy, to be a problem solver and to show sensitivity when required – e.g. when dealing with the bereaved in relation to in-memory gifts. • Ability to manage complaints and sensitive issues appropriately. • Ability to respond quickly and urgently to matters when needed. • Ability to motivate and manage a team. • Excellent computer skills, including ability to use Microsoft Office 365 suite, including strong Excel and Word skills. • Database skills, preferably of Raiser's Edge. • Ability to maintain, develop and follow effective administrative systems and procedures • A conscientious, positive and friendly team player • Willingness to work occasional weekends and evenings when required due to events and community activities • Upholds and adheres to SPANA's core values • Resilience, determination and a focus on outcomes. • French speaking (desirable).