

Job title: Supporter Development Officer

Reporting to: Chief Executive

Working hours: Part time, 3 days/22.5 hours per week\*

Location: Endometriosis UK Office, Central London

Contract: Permanent

Annual salary: £25,000 pro rata for full time role (£15,000 for 3 days/week)

Closing date for applications: 23rd April 2018

Interview date: 1st May 2018

\*We are happy to consider a reduction in hours, to a minimum 2 days/15 hours per week, depending on experience\*

Endometriosis UK relies on the generosity and determination of our members and donors to ensure we are able to help those affected by endometriosis. Keeping our supporters engaged means we can continue to provide comprehensive information and support to those who are affected by endometriosis, raise awareness to reduce the time to diagnosis, support research and campaign for improved services and support. We have ambitious plans to expand our work and growing our supporter base will be key to realising these.

To help us do this, we have created an exciting new Support Development Officer role to manage the stewardship of individuals who support the charity. You will help us grow our supporter base by maximising retention of existing members and donors, and recruiting new ones. As well as ensuring efficient and smooth-running processes for all aspects of the supporter journey, you will develop and produce effective, regular communications to keep supporters up to date with, and excited about, our activities.

We are seeking an enthusiastic, self-motivated individual to join our small team. You will have a successful track record of managing and developing supporters, and have a warm and strategic approach, comfortable engaging with a wide range of people. Along with a professional yet personable verbal and written communication skills, you will be experienced in using social media platforms to communicate and develop relationships. Your efficiency and attention to detail will be matched with great customer care. We are a small, busy charity, and you will also be happy to muck in and help colleagues to ensure the smooth running of the organisation.

To apply, please submit a CV and max two page cover letter explaining your suitability for the role. The closing date is 23rd April, and applications should be sent to assistant@endometriosis-uk.org.

**Purpose of the job**

Our Supporter Development Officer will be responsible for the recruitment and stewardship of members and donors. This includes decreasing lapse rates through excellent customer care, developing strategies to increasing recruitment rates and diversify our supporters, and delivering those strategies against agreed targets. You’ll develop supporter journeys for different supporter segments, ensuring timely and relevant communications that engage our supporters.

Whilst membership subscriptions are an important part of our income, we see our membership as so much more than that. We want to provide a home, a community for those with a close connection to endometriosis, where they can access the latest information, find out about the latest in treatment and research and – should they wish to – contribute to the activities of the charity, in a way that suits them.

**Main responsibilities**

* Ensuring the effective the stewardship of our members and donors at all stages of their supporter journey.
* Growing our membership and donor numbers and value, achieving annual targets through developing and delivering effective recruitment and development campaigns.
* Managing the day- to-day administration of all membership and donor activities, ensuring all processes are up to date and efficient, enquiries are responded to promptly.
* Proactively seek out systems improvements to make our processes more efficient and provide a better service to our supporters.
* Carrying out retention campaigns and reducing our supporter lapse rates.
* Increase levels of engagement from supporters, whether financial, as a volunteer or advocate, or engaging in campaign activities.
* Plan and manage the communications to members and supporters, including a regular e-newsletter and via social media.
* Ensuring the communications and information for supporters and potential supporters is kept up to date and accessible, including relevant sections of the website.
* Accurate and timely financial management and reporting, including monthly finance reconciliation of supporter income.
* Provide accurate reporting and monitoring data as required.
* Ensuring that professional standards are maintained at all times, including compliance with all aspects of Data Protection and operating within all guidelines by the Charities Commission, Institute of Fundraising, Fundraising Standards Board and other relevant organisations.
* Ensure our database is kept as clean as possible.
* Management of volunteers as required to support and help deliver this area of work.
* Undertaking any other duties commensurate with the general level of responsibility of the post.
* Endometriosis UK is a small, busy charity, and all staff contribute to the general running of the organisation in addition to their specific role activities.

**Person specification**

The following skills, knowledge, experience and personal qualities are **essential** for the role:

* Confident use of Microsoft Office (Word, Excel, Outlook, PowerPoint), and experience of managing large data sets or working with databases; ideally experience of using a CRM database.
* Excellent written and verbal communicate skills, and ability to communicate to a diverse range of audiences.
* Experience of successfully recruiting, managing and developing supporters/customers.
* Demonstrably strong interpersonal skills and excellent customer care.
* Experience of financial reporting, and good numeracy skills
* Great attention to detail.
* Excellent planning and organisational skills.
* Excellent time management skills and ability to prioritise effectively
* Experience of using social media, eg Twitter, Facebook, Instagram.
* Self-motivated and willing to be a proactive member of a small team (please note that there may be times you will be the only staff member in the office).
* Willingness to undertake occasional travel around the UK, and some evening and weekend working.
* Willingness to undertake other duties as required and commensurate with level of post within the organisation.
* Empathy with the mission and vision of Endometriosis UK.

In addition to the above, the following skills, knowledge, experience and personal qualities are **desirable** for the role:

* Experience of proactively managing social media for an organisation.
* Volunteer management experience.
* Event management experience.
* Experience of working in the charity/not for profit sector.