

Job Description

Job Details:	
Job Title:	Supporter Retention and Insights Officer
Grade:	Croner – Charity (All) – Rank 6
Department:	Fundraising
Directorate:	Marketing & Engagement Team
Reporting to:	Head of Fundraising
Responsible for:	Fundraising Volunteers
Job Summary / Main Purpose: To maximise income and long-term value from Dorothy House’s supporter base through the development and delivery of insight-led supporter retention strategies and supporter journeys across all fundraising income streams. Undertaking detailed analysis of supporter data, developing segmentation and delivering coordinated supporter journeys, you will ensure all supporters receive timely, relevant and engaging communications that strengthen relationships and increase lifetime value. Ensuring we increase our impact resulting in increased supporter retention, and lifetime value through connecting supporters to the right products for them. Positioning supporter engagement activity in a consistent and compelling way is crucial. You will ensure that all supporter communications and journeys are aligned, insight-led and appropriately scheduled across all channels, working closely with colleagues across Fundraising and Communications using both physical and electronic communication channels. You will oversee the role of embedding behavioural journeys and appropriate AI processes. This ensures supporters have rapid and personal responses, freeing up time for personal relationship building between team members and supporters. You will coordinate and maintain a central supporter marketing and stewardship schedule, ensuring all activity is strategically aligned, avoids over-solicitation and above all else delivers an excellent supporter experience. You will deliver innovation through ideas & creativity, processes and frameworks in line with objectives and tactics set by the Head of Fundraising – helping to deliver improved retention, increased income and a stronger, more sustainable supporter base. You will be supporter centric in your approach putting the needs of our community above all else.	

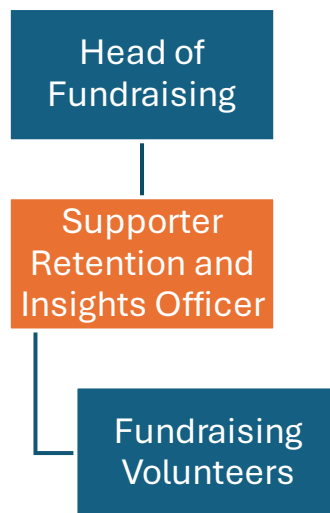
Principal Duties and Responsibilities

- Develop and deliver supporter retention strategies across key audiences including individual giving, events, regular giving, community fundraising, philanthropy and legacies.
 - Lead the data analysis and reporting for the team, sharing insights and reports that will ensure data-led decision making is culturally embedded throughout fundraising.
 - Liaise closely with the Head of Fundraising and teams to align journeys with objectives.
 - Identify opportunities to improve engagement using data and testing.
 - Plan and improve full lifecycle supporter journeys.
 - Coordinate a supporter marketing and stewardship schedule.
 - Develop stewardship approaches including thanking and impact reporting.
 - Work with CRM/Data teams on segmentation and insights.
 - Maintain strong relationships across Fundraising & Communications.
 - Share insight and recommendations with teams.
 - Support events and aligned supporter experience.
 - Raise the profile of Dorothy House through engagement approaches.
 - Support and manage volunteers.
 - Maintain awareness of trends and best practice.
 - Ensure GDPR compliance and CRM logging.
 - Undertake training and performance reviews.
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- The post-holder will supervise volunteers as required – this may include input into volunteer recruitment and training.

Professional Development:

- To ensure that your knowledge is continuously updated on fundraising best practice and sector changes; keeping up-to-date with knowledge through attending external training, conferences, workshops, webinars and research.
- The post holder will be responsible for continually maintaining their working knowledge of practices, policies and procedures and highlight ongoing training and development needs to their manager.

It is a requirement of the post holder to be present occasionally alone in charge or in assistance at out-of hours functions. Such attendance to be agreed with the Head of Fundraising who will allow time off in lieu to be taken as appropriate.

Structure Chart**Contacts**

- Head of Fundraising.
- Members of the Fundraising and Communication team
- Members of the public, attending functions as needed.
- Volunteers
- Current and prospective donors.
- Fundraisers from charities with whom Dorothy House is working in partnership to deliver services.
- Wider networking contacts
- Digital Team
- People team

Special Note

This job description does not form a part of the contract of employment but indicates how that contract should be performed. The job description will be subject to amendment in the light of experience and in consultation with the post holder.

No Smoking Policy

Dorothy House operates a No Smoking Policy for all staff, volunteers and visitors in relation to promoting health. It applies to the Hospice premises and grounds at Winsley, all Dorothy House shops and when staff are on duty in patients homes.

Confidentiality

All of the work relating to patients, carers, donors, staff and volunteers and any other information gained are of a confidential nature and must not be communicated to other persons except in the course of duty.

Health and Safety at Work Act

It is the responsibility of all employees to ensure that the requirements of the Health and Safety at Work Act are complied with safe working practices are adhered to and that hazards are observed and reported to the appropriate office.

Safeguarding

Dorothy House is committed to promoting the wellbeing of all adults and children who use our services, ensuring that they live a life that is free from harm, abuse and neglect. We work in an open and transparent way and encourage staff, volunteers, patients and families to raise any safeguarding concerns. All staff should ensure that they are aware of their responsibilities and attend the mandatory training as required.

Person Specification

Criteria	Essential	Desirable
Good standard of English and Maths	X	
Experienced in producing high quality reports and briefs	X	
Confident using databases and Microsoft Office tools such as Excel to generate and present reports.	X	
Experience of complex data analysis and using data for decision making	X	
Can demonstrate excellent organisational and prioritisation skills	X	
Results driven and able to demonstrate a creative and innovative approach to problem solving	X	
Full UK driving licence with access to a vehicle*	X	
Experience working towards and delivering revenue targets		X
Previous fundraising or sales experience		X
Experience of working with volunteers		X
Experience of supporter retention or engagement		X
Experience delivering supporter journey's both online and offline		X

*due to the community responsibilities of the role. Regularly traveling door to door of local businesses. In some cases, outside of public transport times and areas.