

Role Profile

*because
you matter*

**St Nicholas
Hospice Care**

A Registered Charity No. 287773

St Nicholas Hospice Care is a local charity providing help, advice and support to people in West Suffolk and Thetford, who are facing dying, death and grief.

Job Role	Supporter Care Manager
Department	Fundraising
Reports to	Interim Deputy Director of Income Generation
Responsible to	Director of Income Generation
Location	Bury St Edmunds Head Office and Clinical Site (with potential for some potential for remote working)

Background Information

The Supporter Care Manager is part of the Fundraising team that sits within the Income Generation Directorate

The purpose of the Fundraising team is to inspire, engage and retain supporters to maximise voluntary income for the Hospice.

We put our beneficiaries at the heart of what we do and strive to build lasting, value-driven relationships with our supporters. We do this by delivering a portfolio of engaging donation and fundraising opportunities.

Job Summary

- Responsible for increasing the lifetime value (LTV) of supporters and thus maximising income by delivering high quality donation processing, supporter care and donor journeys, in order to increase the lifetime value of all new and existing supporters through an excellent supporter experience enabling them to feel valued and appreciated
- Lead the development, planning and delivery of a sustainable outsourced lottery programme that delivers against income and ROI (return on investment) targets.
- Responsible for the management and continuous optimisation of the CRM System (Donorflex) which incorporates all data for fundraising, communications and engagement purposes.
- Responsible for ensuring our CRM and associated processes are compliant with relevant policies and best practice i.e. data protection, fundraising codes of conduct etc
- Responsible for understanding and analysing the database to ensure strategic direction of fundraising activity is informed by robust data insight to achieve optimal ROI from our supporters.

Key Accountabilities & Responsibilities

Strategy

- Contribute to the development and implementation of the Hospice's wider income generation strategy, with specific responsibility for developing growth plans for the lottery income stream alongside the development and delivery of an integrated supporter care plan designed for income optimisation
- Critically evaluate the viability and efficiency of existing lottery and supporter care activities. Proactively scope and horizon-scan to introduce new opportunities that increase supporter engagement and income processing efficiencies.
- Maintain up to date knowledge of lottery and supporter care trends, opportunities and risks.
- Carry out specific market research projects, as directed by the Interim Deputy Director of Income Generation.
- Provide data insight to inform modelling scenarios for strategy development

Operational delivery

- Accountable for the development and delivery of all operational plans across lottery management and the Supporter Care team, including delegating to direct reports.
- Ensure all lottery activity is well-managed, delivered within budget and achieves income targets.
- Responsible for developing, implementing and continuously evaluating supporter care processes to ensure an excellent supporter experience at all times.
- Be the Donorflex expert and import data from other platforms ensuring information is captured and updated whilst also ensuring that processing and thanking systems are in place.

- Be the key contact person with Donorflex building a strong relationship with the account manager, attend their training as appropriate as well as conferences.
- Build DataStream templates for importing data and manipulate spreadsheets.
- Responsible for creating and keeping updated procedure manuals, protocols and processes that ensure and the supporter care team use and understand them so that the database contains high-quality, up-to-date, consistent, relevant data
- Responsible for ensuring Gift Aid opportunities are maximised to increase income and ensure we are compliant with all related HMRC declarations, etc. Liaise closely with finance team regarding the claims process.
- Responsible for, providing month end and year end reports for fundraised income.
- Responsible for delivering of data selections and regular imports, to consistent and high standards.
- Responsible for delivering appropriate data reports that support the analysis of fundraising performance, supporter journeys and key performance metrics.
- Responsible for devising and delivering a monthly dashboard of activity for other fundraising managers.
- Responsible for ensuring that GDPR practices are implemented and adhered to in all aspects of data management across the fundraising team
- Ensure that all communications are dealt with in a timely manner
- Facilitate ongoing training and development for the team on Donorflex to so that data is consistently uploaded ensuring that all opportunities within the database are maximised to support fundraising strategy and supporter experience.

Finance and governance

- Be responsible for setting and managing budgets, targets and KPIs. Maintain accurate financial records for lottery fundraising activity, continuously monitor progress, and take remedial action as required.
- Responsible for ensuring supporter data is held securely and robustly, in line with DPA legislation and fundraising best practice, and is supportive of how we gain insights and work towards a 'single supporter view'.
- Working together with the Finance Department, produce income reports and ensure figures balance between the CRM database and financial systems.
- Ensure that effective and efficient lottery administration processes and systems are maintained in line with Fundraising Regulator best practice, data protection and other legislative requirements. Keep abreast of all developments in legislation and regulatory control which cover lottery fundraising activity.
- Ensure compliance with all financial procedures for the lottery, including reconciliation of records and the proper control of the collection and banking of monies.
- Responsible for providing management information and analysis to the Interim Deputy Director of Income Generation and/or Director of Income Generation.
- Champion best practice, ensuring that all relevant legal and regulatory compliance standards are met throughout all lottery, income processing and fundraising activity.
- Responsible for managing the development and documentation of procedures which ensure accurate data capture, fulfilment, and customer service delivery. Maintain a constant awareness of business requirements and a working knowledge and understanding of team tasks.

Relationships

- Build positive working relationships with all internal and external stakeholders, including colleagues, supporters, volunteers, event organisers and suppliers.

- Be an effective and supportive line manager to all direct reports. Ensure that they have a clear understanding of their role in delivering the Income Generation and organisational strategies.
- Proactively identify and facilitate training and development opportunities for self and direct reports, to ensure the skills and attitude needed to deliver against plans.
- Ensure all Hospice management policies are adhered to, including the setting of clear objectives and targets, regular 1:1 meetings, performance management and annual reviews.
- Contribute to a positive, ambitious, solution-focused culture and champion a 'one-team' approach to achieving goals. Work with wider Income Generation colleagues to identify and maximise cross-selling and collaboration opportunities.
- Be responsible for the management and motivation of volunteers. Ensure that they have clear roles and responsibilities, are productive, kept safe and have a positive experience of supporting the Hospice.
- Develop and maintain a sound understanding of St Nicholas Hospice Care's Vision, Mission, Values, strategic aims and case for support.
- Engage with the wider fundraising sector, learning from peers and sharing best practice.
- Act as an ambassador for St Nicholas Hospice Care, demonstrating professionalism and living our values. Represent the Hospice at local, regional or national meetings and events, as required.

Key Working Relationships

- Donors and supporters – Inclusive of the full demographic of hospice supporters
- Volunteers – with particular reference to supporter care and income processing activities
- Patients and families - providing excellent supporter care to our beneficiaries and demonstrating our impact
- General public – provide information, support and guidance on giving and fundraising
- Fundraising team colleagues – providing cross-team support and sharing best practice
- Marketing team colleagues – working collaboratively on supporter care materials and lottery promotion
- Finance team colleagues - working collaboratively on financial reporting and reconciliation processes between the Finance and CRM systems (Access and Donorflex)
- Wider hospice colleagues – to understand the scope of our work and build our case for support
- Audit team – assist in queries as posed at the annual audit

Job Scope

Decision making level	<ul style="list-style-type: none"> Responsible for the management, oversight and continuous optimisation of the CRM system (Donorflex) Empowered to take decisions on all aspects of operational delivery of Lottery and Supporter Care, including negotiation with and appointment of suppliers and contractors, referring to Interim Director of Income Generation as required. Sets and manages income and expenditure budgets for Supporter Care and lottery management. Authority to delegate projects and tasks to direct reports. Responsible for proposing new opportunities and making recommendations on the viability of existing activity, referring final decision to Interim Deputy Director of Income Generation.
Financial resources	<ul style="list-style-type: none"> Responsible for annual income target of up to £425,000 Manages annual expenditure budget of up to £230,000 Delegated authority to sign off up to £1,000 costs (within budget)
Other resources	<ul style="list-style-type: none"> Oversight of the content and production of digital and printed collateral and communications for donors and supporters e.g. emails, thank you letters, supporter newsletters. Agency management
People management	<ul style="list-style-type: none"> Line management of direct reports, currently Income Processing Officer and Supporter Care Officer plus any temporary staff Supervision of office-based volunteers.
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> Responsible for ensuring all Supporter Care and Lottery management activities are carried out in line with relevant legislation and best practice guidance, including but not limited to Fundraising Regulator Code of Practice, Gambling Commission, Charity Commission.

Person Specification

Knowledge, qualifications and experience

Essential	Desirable
<ul style="list-style-type: none"> Educated to degree level in management information systems, computer science, 	<ul style="list-style-type: none"> Fundraising qualification.

<p>data analytics or a related field or have significant work experience equating to this</p> <ul style="list-style-type: none"> • Significant experience in customer service in a commercial or not-for-profit setting. • Experience in setting and managing budgets and working to financial targets. • Significant experience of working with customer segmentation, customer journey development and profiling. • Good knowledge of fundraising compliance and best practice; Data Protection regulations; Gambling Commission regulations and other legislation relating to lotteries • Good IT skills with working knowledge of all MS Office packages. • Experience of working with CRM databases and the use of data insight to inform activity. • Experience of applying statistical/analytical modelling and segmentation techniques to maximise marketing effectiveness. 	<ul style="list-style-type: none"> • Qualification in customer service or similar • Experience of line management. • Experience of Donorflex database
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Skills and abilities

Essential	Desirable
<ul style="list-style-type: none"> • Empathy with the work and values of St Nicholas Hospice Care. Sensitive to the issues and concerns facing those living with dying, death and grief. • Displays integrity, honesty and respect for others. • An effective communicator who builds positive relationships with key stakeholders. Able to handle challenging situations and people with tact and diplomacy • Good numeracy, analytical skills and comfortable working with data. • Well-organised and thorough, with good attention to detail. • Strong time and project management skills. Able to manage competing priorities and meet deadlines. 	<ul style="list-style-type: none"> • Maintains an up to date knowledge of the sector, with the ability to spot trends and respond to opportunities. • Experience in working with bereaved people

<ul style="list-style-type: none"> • Resourceful and able to cope with unplanned situations. Remains calm under pressure. • Excellent teamwork skills and willing to work collaboratively to achieve team goals. • Positive, enthusiastic and ambitious. Able to lead by example and motivate others. 	
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Other

- The role may require attendance at events outside normal working hours, including evenings, weekends and extended hours. Time off in lieu will be available, by agreement with the line manager.
- The role may require occasional travel and overnight stays.

Standards and Expectations

Policies and Procedures

All Hospice employees are expected to follow policies, procedures and guidance as well as professional standards and guidelines.

Confidentiality / Data Protection

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person. You should make yourself aware of the requirements of the Data Protection Act and follow hospice procedures to ensure appropriate action is taken to safeguard confidential information.

Health and Safety

You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to, attending training as required.

Safeguarding and Mental Capacity Act

All employees have a responsibility to safeguard and promote the welfare of adults, children and young adults. It is essential that all safeguarding concerns are recognised and acted on appropriately in line with the policies and training. You must ensure you always act in the best interests of any person lacking mental capacity.

Infection Control

All employees have personal responsibility for Infection Prevention and Control practice. You should ensure you are familiar with, and comply with, all relevant Infection Control policies and training for minimising the risk of avoidable Infection.

Equality and Diversity

We recognise and encourage the valuable contribution that people from all backgrounds and experiences bring. You will treat all individuals on the basis of merit and without prejudice.

Volunteer Assistance

The Hospice has the advantage of being supported by many volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job and at all times you will be expected to treat volunteers with respect and value their contribution.

Job Description

This job description is not intended to be restrictive and should be taken as the current representation of the broad nature of the duties involved in your job and needs to be flexible to cope with the changing needs of the job and the Hospice.

Values

Our core values guide the way we work together to care for our people and support their loved ones. Our values, which are rooted in the charity's early days, create our culture and are a combination of all our actions, behaviours and decisions. **Our values are Compassion, Accountability, Respect and Equity.**

August 2024