



Job Profile

Job title:	Supporter Care Manager
Reports to:	Head of Supporter Care
Responsible for:	Supporter Care Administrators
Location:	London Office
Hours:	Part-time 3 days – Hybrid working
Salary:	£34,000 to £37,000 (pro-rata)

Main purpose

To support the Head of Supporter Care and charity with effective supporter stewardship, response handling, complaint management and administration. The majority of the role will be managing the Supporter Care Team to respond appropriately to supporters, improving supporter relationships and supporter journey in order to give an increased lifetime value and increase supporter retention.

Background information

Children with Cancer UK is the leading national charity dedicated to the fight against childhood cancer. Our aims are to determine the causes, find the cure and provide care for children with cancer. The charity was founded in 1988 following the death of 14-year old Paul O’Gorman to leukaemia and, just nine months later, his sister Jean, also to cancer. Before his death, Paul’s parents promised to help other children with leukaemia and, today, we fund life-saving research in to childhood leukaemia as well as all other forms of childhood cancer.

- **We fund life-saving research** into the causes, prevention and treatment of childhood cancer.
- **We fund innovative welfare projects** to provide better care for young cancer patients, and their families.
- **We campaign** to raise awareness of childhood cancer, to protect more children and to improve the lives of young cancer patients, today and for future generations.

Role background

This role and team supports all fundraising teams through response handling of fundraising activity, complaint management and supporter response as necessary. The Supporter Care Team (SCT) is often the first connection that potential supporters have with Children with Cancer UK. This important role will ensure that the SCT is most effective in giving and maintaining donor/supporter satisfaction by telephone, text, email, website, social media and written communications to generate the maximum amount of money for our work to fight childhood cancer. This will be undertaken in the most efficient and appropriate way, for example the processes and tasks for recording donations and other information on the database.

At Children with Cancer UK we value diversity and we're committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential. The statements are not intended to be construed as an exhaustive list of all duties, responsibilities and skills required for this position.

Main duties and responsibilities

Line management

- Line manage and ensure the smooth running of the Supporter Care Team
- Monitor, review and carry out appraisals for the team
- Organise the team and their workload to ensure performance is kept to a high standard, work is processed effectively and efficiently and within a satisfactory timescale
- Communicate regularly with the team to receive and discuss ideas and views and act upon problems and help develop solutions where possible in consultation with other team managers as necessary
- Communicate regularly with the team to discuss work in progress/appeals/ press releases etc.
- Encourage training and development of individuals and the team to maximise their effectiveness
- Lead on supporter complaint management across the organisation

Cross team working

- Ensure all information is received from the charity to pass onto SCT prior to any communication is live to help them deal effectively and efficiently with telephone enquiries and processing of donations. Continued liaison with all teams for feedback back and forth to help ensure effective and efficient fundraising and building of supporter relationships
- Liaise with all Team Managers to keep up-to-date and aware of all potential enquiries into the charity in order the SCT can answer phones and respond appropriately including assess likely resource needs over the year according to all team plans
- Work with other team managers via Managers meetings and on ad hoc basis to help in Children with Cancer UK's aims to raise funds most effectively whilst building supporter relationships and to contribute to strategy
- Work closely with the Finance Team to ensure that donations are batched by the team accurately and within the agreed timeframes

Project coordination

- Work with the Head of Supporter Care to review and make recommendations for response handling with a view to minimising expenditure, refining the process to improve the customer service, and reviewing costs
- Traffic artwork and proofing – as appropriate
- Write templates for thank you letters for IG liaising with the project manager
- Monitoring and report on Supporter Care KPI, e.g. volume, response times, complaints. Share this learning with colleagues to improve campaign income year on year.

Operations

- To ensure response handling and complaint management operations process is efficient and there is due process to provide an excellent service to our supporters to aid retention.
- Deliver production, fulfilment and response handling through maintaining effective working relationships with external suppliers so that they are contracted at optimum prices, service level agreements are adhered to and suppliers are scoped out and effectively briefed

Supporter stewardship

- Adhere to data protection legislation
- Handle complaints and queries relating to fundraising campaigns by phone, post and email – as appropriate
- Deliver customer needs and expectations to develop supporter relationships aligned with the strategy and improve supporter retention and increase income.

Other responsibilities

- Proof reading documents - as required
- Volunteer at other charity events when required e.g. London marathon, special events, etc.
- Undertake any other duties that are relevant to the job requested by the line manager

Person Specification

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Experience of office work and administration. • Experience of customer services and liaising with supporters across a variety of channels • Experience of handling responses from a range of marketing media such as direct mail, email and advertising • Experience of data capture of Gift Aid, supporter preferences and suppressions to give a better experience for the supporter • Line management; Training, supporting, coaching and developing a team/individual to achieve objectives 	<ul style="list-style-type: none"> • DM experience • Voluntary sector experience • Proof-reading of letters • Response handling from a range of marketing media
Knowledge	<ul style="list-style-type: none"> • Working knowledge of customer or supporter databases • Understand the administrative processes required to log Gift Aid • Good working knowledge of Excel, Word, Outlook. 	<ul style="list-style-type: none"> • Knowledge of childhood cancer • Knowledge of the marketing mix including PR and digital and best practice to respond in an appropriate way.
Skills and abilities	<ul style="list-style-type: none"> • Excellent attention to detail, including written English including spelling and grammar • Numerate (e.g. for dealing transactions, reconciliation and results spread sheets) • Strong organisation and evaluation skills • Ability to prioritise workload and coordinate multiple projects concurrently • Ability to work quickly, accurately and efficiently • Ability to communicate across a range of audiences with the most appropriate message • Professional, confident and friendly telephone manner to work with a wide range of people and suppliers • Ability to develop and maintain effective and collaborative internal and external relationships • Ability to pick up new processes and tasks quickly and work independently 	<ul style="list-style-type: none"> • Good editing skills. • Emotive/creative writing skills. • Positively challenge the accepted way of doing things.

	<ul style="list-style-type: none">• Methodical, proactive approach• Able to use own initiative• Able to maintain discretion and confidentiality	
Personal qualities	<ul style="list-style-type: none">• Customer service oriented (e.g. confident and cheerful telephone manner.)• Attention to detail is absolutely key• Ability to remain calm and pressure• Goal oriented• Team worker	