



**Fixed term job description (maternity cover)
Supporter Development Manager**

Reports to: Head of Supporter Development

Salary range: £28,000 - £38,000 per annum

Location: London (Aldgate East)

Length: January – July 2018 inclusive

Purpose of the job:

Working closely with colleagues in the Volunteering and Communications teams, manage the development and delivery of Shaw Trust's supporter engagement activities, contributing to additional income generation/donations in-kind for community-based projects at the charity and in particular, the schools managed by Shaw Education Trust.

Fundraising is in its infancy at Shaw Trust. The aim of this role is to support existing activity and implement a fundraising strategy within Shaw Education Trust.

Shaw Trust runs a thriving corporate volunteering programme and this role will also be responsible for account-managing the relationships we have with these companies.

The role requires a range of skills, specifically strong relationship-building both internally and externally, fundraising and communications. The role would suit a bright and motivated self-starter with a varied charity background, confident to implement new initiatives internally and develop relationships with internal and external stakeholders.

The post offers an exciting opportunity to use your experience, initiative and innovation skills to scope new ways in which we can make the most of our supporters across the organisation.

Key Duties

1. Corporate volunteering
 - a. Account manage key relationships with Shaw Trust's corporate supporters, retaining an overview of corporate volunteering events
 - b. Develop a broader offer for corporate supporters and attract additional support in new geographic areas.

2. Fundraising

- a. Lead on the organisation of Shaw Trust's London Marathon activities and ensuring our runners receive the best possible support.
- b. Develop and test any new fundraising activity for the charity, focusing on improving opportunities for the young people attending schools managed by Shaw Education Trust.
- c. Work with communications colleagues to develop Shaw Trust's call to action and ensure this is articulated clearly to supporters (including donors and volunteers) through a range of channels.
- d. Promote and develop supporter engagement within the charity, ensuring improved staff engagement, interest and understanding of the added value external supporters, including volunteers and donors, can provide.
- e. Ensure the accuracy and integrity of any data related to income generation activities. Ensure monitoring and reporting of fundraising and supporter care against agreed key performance indicators.
- f. Thank and record incoming donations (note: small volume currently)

3. General

- a. Manage Shaw Trust supporter engagement activities, increasing the number of supporters Shaw Trust has through a range of methods and ensuring our support exceeds their expectations.
- b. Develop, implement and communicate supporter care standards; retain supporters by ensuring they receive exceptional customer care and regular appropriate communications to keep them engaged.
- c. Represent Shaw Trust's charitable activities and the volunteering scheme at events, conferences and on appropriate steering groups/with relevant networks.
- d. Promote the importance of Shaw Trust's supporters (including volunteers) within the charity, representing the team at internal meetings, for example, operational management team meetings.
- e. Develop and test supporter journeys across a range of channels to ensure cross cultivation is maximised.

4. Other

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the

health and safety of themselves and of other persons who may be affected by their acts of omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.

4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has an Equality and Diversity Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.
7. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
8. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
9. Recycle and manage energy within your environment.

Person Specification

Job Title: Supporter Development Manager (E = Essential D = Desirable)

Core competencies

- Embraces change and drives continuous improvement **(E)**
- People centred in a commercial framework, takes accountability for results **(E)**
- Demonstrates a passion to further the charitable aims of the organisation and acts with integrity **(E)**
- Collaborates and unites with others behind the organisations mission **(E)**
- Provides a best in class service to all clients internal and external **(E)**

Experience

- Knowledge and experience of customer and supporter experience approaches, best practice and platforms (E)
- Experience in influencing managers and key decision-makers from afar (E)
- Experience in implementing new fundraising initiatives (both fundraising products and back-office systems) (D)
- Experience solving complex organisational process issues (D)
- Experience of working within a dispersed team (D)

Skills and attributes

- Highly organised and personable professional with evidence of developing effective and enduring relationships with stakeholders (E)
- Proven project management skills (E)
- Excellent IT skills, including confidence with full MS Office suite, CRM systems, online communication / presentation tools (E)
- Excellent time management and the ability to prioritise a workload and delegate effectively (E)
- Ability to work flexibly to cope with the varying demands of the role; to work under pressure and to deadlines (E)

Personal qualities, communicating and relating to others

- Positive attitude to disability and issues faced by disadvantaged people (E)
- Flexible, adaptable and innovative (E)

- Enthusiasm for the value and impact of charity supporters (E)
- Excellent interpersonal, communication and presentation skills demonstrating the ability to convey complex messages clearly and tailor to the audience (E)
- Tenacious, with ability to drive common thinking across different parts of the organisation (E)
- Strong effective communicator in writing, business presentations and in interpersonal communication (E)

Safeguarding

- Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults. (E)
- This post requires an enhanced Disclosure and Barring service check (E)

Other

- Willingness to travel for meetings, including occasional overnight stays (E)
- Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity. (E)