

SAINT FRANCIS HOSPICE



JOB DESCRIPTION

JOB TITLE	Supporter Care & Database Manager
GRADE	6a
HOURS OF DUTY	37.5 hours pw
REPORTS TO	Head of Public Fundraising
KEY RELATIONSHIPS	<p>Internal:</p> <ul style="list-style-type: none"> • Supporter Care Team • Head of Public Fundraising • Head of Major Gifts & Legacies • Director of Strategy, Planning and Fundraising • Other Fundraising Managers • Finance • ICT <p>External:</p> <ul style="list-style-type: none"> • Saint Francis Hospice supporters • Next of kin and family members and friends of people the hospice has cared for. • Suppliers/data-sharers such as DDCMS, JustGiving, and Sterling Management Ltd
RESPONSIBLE FOR	<p>Database Marketing Officer Data Processing Team Leader Database Assistant</p>

JOB SUMMARY
<p>At Saint Francis Hospice, having just celebrated 40 years of caring we are now embarking on an exciting and ambitious 5-year strategy ensuring that we will be here for our local community.</p> <p>To be able to deliver this ambitious strategy we need to recruit an exceptional Supporter Care and Database Manager in Fundraising to make sure our Supporters are at the heart of what we do and that we have robust processes and systems in place to deliver excellent Supporter Care and Database support to the Fundraising team</p> <p>As Supporter Care and Database Manager you will lead by example, ensuring our growth is well supported, managed, and planned, ensuring supporters' voices and experiences are championed.</p> <p>The purpose of this role is to ensure that our supporters are put at the center of everything we do within fundraising by ensuring supporter data is processed and recorded in the most effective way that builds our knowledge of our supporters, so</p>

we are able to deliver first-class communications experience for all those individuals supporting the Hospice.

This role will be at the heart of our work to transform how we use data to deliver supporter care and build towards the objective of having supporter journeys woven across the whole department. You will be the department's lead in continually improving our processes and procedures around data capture, data coding & quality, income processing and integrating systems.

You will also champion the best practice data capture across the wider department, ensuring that any changes are implemented across teams and stakeholders are invested to make it a success / see the benefit it will provide.

This role manages the Database and Supporter Care Team, and you will be responsible for the line management and development of the team.

MAIN DUTIES AND RESPONSIBILITIES

Team Management

Supporter Care (2 team members, volunteers and bank staff)

- Leading the Supporter Care team who are the first point of contact for the majority of our supporters, handling enquiries and dealing with all aspects of the thanking and banking process.
- Working with the Head of Public Fundraising and the wider department to develop and implement the supporter care strategy, including a supporter care journey
- Ensuring that the Supporter Care team treat every interaction with our supporters with respect and see every opportunity to build a lasting relationship between the Hospice and the supporter.
- Continually look at ways to improve our supporter care processes by reviewing and developing the team by championing a culture of continual improvement.
- Ensure that fundraising compliance is adhered to, making sure that the team are up to date with compliance regulations such as GDPR, Gift Aid, Gambling Commission, Fundraising Regulator.
- To project manage and test new ways of working constantly improving on the supporter care to our many supporters.
- Developing and managing the Supporter Care team, monitoring, and evaluating activities through set key performance indicators.
- Providing support and guidance to colleagues in the Fundraising and MarComms Department.
- Contributing to the development and execution of key fundraising campaigns working with colleagues across the department.

Database (2 team members)

To ensure that the Database team deliver excellent services to internal stakeholders:-

- Producing successful and timely delivery of data selections and reports as requested by team users.
- Development of database in conjunction with supplier enhancements.
- Creation of protocols and processes that ensure the database contains high quality, consistent and relevant data
- Providing the department with analysis and insights recommending best use of data to maximise on communications to our supporters
- Running regular supporter data quality audits
- Regular importing of data onto the fundraising database, continually improving and standardising our import templates.
- Output appropriate reports to support the analysis of fundraising performance, supporter

- journeys and inform product development and deliver key performance metrics.
- Continuous training and improvement for all new and existing database users
- Producing and maintaining training manuals.
- Identifying data champions and key database users across the department

Reporting

- With support from the team, work collaboratively with finance to ensure effective reconciliation.
- Development of relevant KPI's & SLA's making recommendations for these to ensure they are realistic with staff capacity and database capabilities.
- With support from the Database manager/Analyst, create a set of reports that offer insight and understanding on our supporter database and how our supporters behave over time.
- Provide regular reports to the Head of Public Fundraising / (Director as required), highlighting areas of success to celebrate, and noting any areas of concern
- Where needed, support the Database Manager/Analyst and/or Fundraising Managers in providing insight on supporter's behaviors or feedback to help guide analysis and fundraising decisions
- Support the Director and Heads in managing the Fundraising Admin expenditure budget

Supporter care communications

- Take a lead role in sharing supporter communications across the team advising Fundraising Managers on materials or ideas being used elsewhere and how these could be best in their income streams
- Support the Supporter Care team in creation of supporter communications such as Thank You letters, stewardship emails etc, providing insight and feedback to ensure all communications are of a high-standard and supporter focused
- Champion sharing examples from across the sector with the department, taking inspiration for our own materials wherever appropriate
- Responsible for replying to and recording supporter complaints where they need to be escalated or where there is not a clear person responsible for that supporter.
- Supporting staff to deal with sensitive supporter communications by any channel including telephone, involving relatives of current people or individuals who access our services and recently bereaved.

Line management

- Undertake and maintain records of one-to-one meetings, at least monthly and annual appraisals take place in a timely manner.
- To monitor, plan and maintain accurate records of staff holidays, sickness, staff development and work performance.
- Ensuring KPIs are comprehensive and reflective of individual areas of responsibility.
- Responsible for performance management of the team, their performance against work plans and schedules.
- Responsible for developing and maintaining work plans for self and staff focused on areas of responsibility within the strategy.
- Responsible for ensuring volunteer support is maximized to help provide extra resources to the team as needed.
- Liaise with the Head of Public Fundraising on any potential or existing personnel issues, ensuring an open and collaborative approach to communication so any problems are highlighted in good time for

resolution.

General:

- To be responsible for ensuring all developments in this area are reflected in hospice policies and procedures as changes happen.
- To keep up to date with the latest laws and practices in such as Fundraising Regulations, External Suppliers, Gift Aid, Data Protection, tax efficient giving and data security.
- To work as part of a team and maintain a relationship of loyalty, mutual trust and fidelity to Saint Francis Hospice and the fundraising team.
- Foster good working relations with the fundraising volunteers and all work colleagues.
- The post holder will be responsible for their own professional and personal development which will be monitored in monthly support sessions and within the annual appraisal system
- Keep informed and up to date about the needs of Saint Francis Hospice and the care provided by our clinical and medical teams to effectively promote the work of Saint Francis Hospice – including up to date and correct financial figures.
- Adhere to the hospice's fundraising code of conduct at all times
- Undertake any other duties as directed by the Head of Public Fundraising and/or the Director of Strategy, Planning and Fundraising.

Please note that this job description is not definitive or restrictive in any way. It is a guide to the responsibilities of the role. It may be reviewed, in consultation with the post holder, in light of changing circumstances and the changing needs of the Hospice.

The post holder will be expected to perform any other such duties as might reasonably be required by the Director and will work in accordance with all Hospice Policies and Procedures.

PERSON SPECIFICATION

Supporter Care Manager

E = ESSENTIAL	D = DESIRABLE
Demonstrating the Hospice Values – Supportive, Compassionate, Inclusive and Respectful, Professional, Always Learning	
<p>Supportive - The ability to listen to and value peoples' experience and use them to give the personal support that is right for everyone.</p> <p>Compassionate - The ability to be kind and treat everyone we meet with care and compassion. The ability to be friendly and put people at the heart of our actions and words, supporting people's choices and decisions, helping them to feel safe, secure and valued.</p> <p>Inclusive and Respectful - The ability to be open and transparent and value each person's individuality. To be able to show respect for everyone and value diversity. To be mindful that our different experiences and knowledge make us stronger and together we achieve more.</p> <p>Professional - The ability to do your best, in providing the appropriate care and expertise to those who need us and support us.</p> <p>Always Learning - The ability to be open and outward looking, always ready to adapt and change, looking for better ways of doing things, by learning from each other and from the ever-changing world around us.</p>	E
Leadership skills	
Ability to lead with honesty, integrity and care. Be able to develop, empower and delegate effectively to achieve change and generate a positive, inclusive, workplace. Be accountable for actions and bring creativity and innovative to inspire and motivate others. Be active in the creation and delivery of the Hospice strategy for the benefit of individuals and their loved ones, staff and our local community.	E
Qualifications & Training	
<input type="checkbox"/> Fundraising or Customer/supporter experience qualification or relevant degree (for example in Marketing, Business Management, Customer Care) or equivalent hands-on experience.	E
Skills/Abilities/Knowledge	
<input type="checkbox"/> Line management experience of a group of staff, including objectives, sickness, leave and performance management.	E
<input type="checkbox"/> Excellent communications skills, both written and verbal	E
<input type="checkbox"/> Strong interpersonal skills with ability to communicate effectively at all levels	E
<input type="checkbox"/> Excellent copy-writing skills, particularly for supporter-facing communications such as thank you letters.	E
<input type="checkbox"/> Excellent planning, organizational, project and time management skills; able to plan and organize a broad range of activities	E

<input type="checkbox"/> Ability to work under pressure, to deadlines and to prioritize constantly changing, high volume workloads	E	
<input type="checkbox"/> Ability to make clear judgements and decisions, to work on own initiative and accept responsibility	E	
<input type="checkbox"/> Understanding of database marketing and the importance of data integrity	E	
<input type="checkbox"/> Ability to think strategically and operationally	E	
<input type="checkbox"/> Considerable understanding of the primary fundraising income streams this role supports (Individual Giving, Community and Events)	E	
<input type="checkbox"/> Ability to work as part of a team and to lead and motivate others	E	
<input type="checkbox"/> Understanding of the General Data Protection law, Charity Law and Gift Aid	E	
<input type="checkbox"/> Demonstrable understanding of excellent supporter care and how a positive supporter experience leads to income growth	E	
<input type="checkbox"/> Financial management skills		D
<input type="checkbox"/> Knowledge of the work of hospices and in particular, Saint Francis Hospice		D
Experience		
<input type="checkbox"/> Demonstrable experience in a similar role, creating and delivering supporter journeys and using a fundraising database effectively to create or update processes to efficiently support effective stewardship	E	
<input type="checkbox"/> Demonstrable experience of reviewing, updating or creating effective processes – and implementing them across a team.	E	
<input type="checkbox"/> Demonstrable line-management experience of at least one direct line report	E	
<input type="checkbox"/> Ability to be tactful and diplomatic	E	
<input type="checkbox"/> Driven, self-motivated, enthusiastic, forward thinking	E	
<input type="checkbox"/> Strong team player with excellent interpersonal skills	E	
<input type="checkbox"/> Willingness to work flexibly	E	

ADDITIONAL REQUIREMENTS OF POSTHOLDER
<p>SENSITIVITY AND PROFESSIONALISM: As an employee of Saint Francis Hospice you should expect that it is likely that you will come into contact with people or individuals and their loved ones who access our services, members of the public who are at the end of life or recently bereaved. All employees are expected to respond to people recounting and expressing their emotions about such events with sensitivity and understanding, and to know enough about the services that the Hospice provides to be able to signpost people who may benefit from our services to the relevant contacts.</p> <p>CONFIDENTIALITY: The post holder must maintain confidentiality, security and integrity of information relating to people or individuals who access our services, staff and other hospice matter during the course of duty. Any breach of Confidentiality may become a disciplinary issue.</p> <p>DATA PROTECTION: It is the responsibility of all staff to be aware of their obligations in respect of the Data Protection Act 2018.</p> <p>EQUAL OPPORTUNITIES: The hospice is committed to the development of positive policies to promote equal opportunity in employment and has a clear commitment to equal opportunities. All employees have a responsibility to ensure that they understand the standards expected and that they promote and adhere to the equal opportunity measures adopted by the hospice.</p> <p>HEALTH AND SAFETY: All staff must be familiar with section 2 of the Health & Safety Policy, Organisation of Health and Safety. This documents sets out the responsibilities of all staff for health and safety, whether in a supervisory capacity or not. Policy section 3 (arrangements for Health and Safety) provides an overview of training for competence in Health and Safety matters.</p> <p>HOSPICE IDENTITY BADGES: Hospice ID badges must be worn at all times whilst on duty.</p>

SMOKING: The hospice acknowledges its responsibility to provide a safe, smoke free environment, for its employees, service users and visitors. Smoking is therefore not permitted at any point whilst on duty, in accordance with the guidelines set down within the Hospice No Smoking Policy.

REGISTRATION COMPLIANCE/CODE OF CONDUCT:

All employees who are required to register with a professional body to enable them to practice within their profession are required to comply with their code of conduct and requirements of their professional registration.

WORKING TIME REGULATIONS: The 'Working Time Regulations 1998' require that you should not work more than an average of 48 hours in each week. For example, in a 26 week period you should work no more than 1248 hours.

I confirm that I have read the Job Description/Person Specification and the duties contained therein and accept the conditions of this role.

NAME:

SIGNATURE:

DATE: