

JOB PROFILE: UK COMMUNITY FUNDRAISING MANAGER

Role:	Supporter Care Executive	Date profile last reviewed:	November 2021
Name:		Reports to:	Head of Individual Giving

MAIN SUMMARY OF ROLE:

This is a varied role supporting the fundraising team and has the lead responsibility for supporter care and engagement. The postholder will ensure that supporters have an excellent experience when they contact the RAF Benevolent Fund by letter, phone, email and social media.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

1. Set excellent supporter care standards for the RAF Benevolent Fund and work with colleagues in the London office and in regional offices to ensure these are followed.
2. Provide and keep fresh the content of thank you letters and add to the CRM CARE.
3. Provide written acknowledgement to all supporters making a donation to the RAF Benevolent Fund within agreed timescales; writing clear and concise personalised letters or emails to supporters and other organisations when required. Provide information on giving consent to receiving further communications.
4. Be the first point of contact for supporters phoning the office
5. Ensure all new gift aid declarations are added to CARE Contact records and scan the original for Filehold or ensure there is an electronic copy of the declaration
6. Maximise income from gift aid by sending a declaration to the supporter where appropriate
7. Each month download and code all donations made on the Fund website and ensure each donation is thanked either direct or through the automated emails.
8. Monitor In Memory donations batches created by the Income Processing Team and produce thank you letters.
9. Monitor the supporter email inbox, reply to enquiries
10. Monitor fundraising social media posts and provide a reply or comment.
11. Support the fundraising team by sharing insight from supporters that influence their campaigns and marketing
12. Respond to all requests for materials to celebrate a special occasion such as weddings, birthday celebrations
13. Complete the monthly lottery return for Westminster Council
14. Keep up to date the FAQs for supporters on the RAF Benevolent Fund website
15. Ensure that all supporters and prospective supporters are managed on the CARE database and are appropriately updated in accordance with GDPR.
16. Ensure that the appropriate controls are in place and good practice is shared.
17. Adhere to all RAF Benevolent Fund policies and procedures.

COMPETENCIES REQUIRED FOR THE ROLE

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Working with people • Persuading and influencing • Planning and organising • Delivering results and meeting customer expectations • 	<ul style="list-style-type: none"> • Deciding and Initiating Action • Relating and Networking • Presenting and communicating information • Writing and reporting • Analysing •

QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE

Academic or Professional Qualifications (or equivalent):

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Professional experience 	<ul style="list-style-type: none"> • Institute of Fundraising certificate

Knowledge/ Experience:

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Use of database and experience of maintaining supporters contacts on a database • Experience of working in a supporter or customer facing role • Experience of working in a busy fundraising team • Able to set deadlines and work to them • Experience of working in a team • Knowledge of Microsoft Office packages • A positive attitude and flexible approach 	<ul style="list-style-type: none"> • Knowledge of methods of fundraising • Use of the CARE database • Knowledge of the Royal Air Force • Experience of monitoring social media comments

Skills/Abilities:

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Written communication skills and high level of numeracy to be able to produce monthly reports, etc. • Excellent verbal communications skills, able to deliver clear and compelling messages to supporters which motivate and inspire 	

Other Requirements:

- Carry out any other duties within the scope of the job as requested by the Head of Department.

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date: