

## JOB PROFILE: SUPPORTER CARE EXECUTIVE

|       |                          |                             |                        |
|-------|--------------------------|-----------------------------|------------------------|
| Role: | Supporter Care Executive | Date profile last reviewed: | January 2026           |
| Name: |                          | Reports to:                 | Supporter Care Manager |

### 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, and will support the Direct Marketing and Legacy teams to ensure donors are stewarded effectively.

### KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Support the Supporter Care Manager to set high 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.
- Write up to date copy for thank you letters on a quarterly basis and add to the CRM database, CARE.
- 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.
- Be the first point of contact for supporters phoning the office, alongside the Supporter Care Manager.
- Ensure all new gift aid declarations are added to CARE Contact records and scan the original to ensure there is an electronic copy of the declaration, and confirming to the supporter.
- Each month download and code all donations made on the Fund website and through third party suppliers. Ensure each donation is thanked either direct or through the automated emails.
- Manage all elements of funeral collections, including liaising with funeral directors and thanking.
- Monitor the supporter and shop email inboxes, reply to enquiries.
- Provide support to the Legacy/Direct Marketing teams when campaigns are live, uploading data into the CRM.
- Provide support to the Legacy team during the build up to Legacy Events.
- Support the Legacy team in fulfilling requests for the Free Will Services.
- Send out Thank You letters to supporters who have indicated to the Legacy team that they have left a gift in their Will.
- Support the fundraising team by sharing insight from supporters that influence their campaigns and marketing.
- Respond to all requests for materials to celebrate a special occasion such as weddings, birthday celebrations
- Ensure that all supporters and prospective supporters are managed on the CARE database and are appropriately updated in accordance with GDPR.
- Suggest improvements to supporter care processes where required.
- 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"> <li>Deciding and Initiating Action</li> <li>Working with people</li> <li>Presenting and communicating information</li> <li>Writing and reporting</li> <li>Delivering results and meeting customer expectations</li> <li>Learning and researching</li> </ul>   | <ul style="list-style-type: none"> <li>Adapting and responding to change</li> <li>Applying expertise and technology</li> <li>Coping with pressure and setbacks</li> <li>Relating and networking</li> <li>Analysing</li> <li>Planning and organising</li> </ul>   |
| QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE   |  |
| <b>Academic or Professional Qualifications (or equivalent):</b>  |  |
| <u>Essential</u>   | <u>Desirable</u>   |
| <ul style="list-style-type: none"> <li>Professional experience</li> </ul>  | <ul style="list-style-type: none"> <li>Institute of Fundraising certificate</li> </ul>   |
| <b>Knowledge/ Experience:</b>  |  |
| <u>Essential</u>   | <u>Desirable</u>   |
| <ul style="list-style-type: none"> <li>Use of database and experience of maintaining supporters contacts on a database</li> <li>Experience of working in a supporter or customer facing role</li> <li>Experience of working in a busy fundraising team</li> <li>Able to set deadlines and work to them</li> <li>Experience of working in a team</li> <li>Knowledge of Microsoft Office packages</li> <li>A positive attitude and flexible approach</li> <li>Experience of identifying good personal stories and interviewing individuals.</li> </ul> | <ul style="list-style-type: none"> <li>Knowledge of methods of fundraising</li> <li>Use of the CARE database</li> <li>Knowledge of the Royal Air Force</li> <li>Experience of monitoring social media comments</li> <li>Experience working with online shops</li> <li>Experience of face to face or telephone fundraising or sales.</li> </ul> |
| <b>Skills/Abilities:</b>   |  |
| <u>Essential</u>   | <u>Desirable</u>   |
| <ul style="list-style-type: none"> <li>Written communication skills and high level of numeracy to be able to produce monthly reports, etc.</li> <li>Excellent verbal communications skills, able to deliver clear and compelling messages to supporters which motivate and inspire</li> <li>Ability to write persuasive copy</li> </ul>  | <ul style="list-style-type: none"> <li>Analysis</li> <li>Leadership</li> </ul>   |
| <b>Other Requirements:</b>   |  |
| <ul style="list-style-type: none"> <li>Carry out any other duties within the scope of the job as requested by the Head of Department.</li> </ul>   |  |

## 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: