

Supporter Care Officer Part Time

Job description and person specification

Job Title: Supporter Care Officer
Reporting to: Head of Fundraising & Communications
Hours: Part Time 22.5hrs (3 days)
Salary: Negotiable within the range £20-25k FTE according to experience and skills
Contract: Permanent
Location: BRACE Charity Office at Southmead Hospital, Bristol BS10 5NB (hybrid working arrangements available).

OBJECTIVE: To increase revenue from fundraising through campaigns and effective donor stewardship.

ROLE: You will be responsible for generating personal engagement from individuals and being a part of successful mass fundraising activities and campaigns to generate income. You'll be comfortable with an agile approach - and be comfortable using a range of skills from copy writing and investigating supporter data, to speaking to supporters on the telephone and planning stewardship journeys for large campaigns.

KEY TASKS:

Responsibility	Includes
Campaigns	<ul style="list-style-type: none"> • Lead the development of campaigns targeted at new and existing supporters, focused on dementia research. Identify ways of building stronger links with warm campaign leads and drive the growth from a number of seasonal campaigns • To be responsible for the implementation, growth and delivery of the BRACE In-Memory campaign • Implement supporter journeys to grow engagement, satisfaction and increase income, using data analysis and testing to inform and improve these journeys • Work closely with agencies and external suppliers to deliver fundraising campaigns • Work with the rest of the team taking a test and learn approach to campaigns, improving and innovating as we go • Where relevant, assist with the development and creation of new products or introduce new channels to increase fundraising potential
Supporter Care	<ul style="list-style-type: none"> • Develop a programme of excellent stewardship; creating journeys relevant to our audience segments • Through research and utilising focus groups, develop new products and materials to recruit and steward supporters. These include, but not limited to, case studies, mailings, telephone campaigns, Free Wills promotion and events • Responsible for engaging supporters, donors, staff and volunteers about the benefits of gifts in memory • Ensure our digital presence (website, social media, etc.) is

	consistent with and enhances our in-memory messaging <ul style="list-style-type: none"> • Prepare briefs, collate information and liaise with key internal and external stakeholders to deliver engaging and impactful messaging • Seek innovative new ways to promote BRACE and acquire new and repeat supporters • Seek and develop opportunities to increase regular giving including but not limited to regular gifts, appeals and payroll giving
Developing support groups	<ul style="list-style-type: none"> • Assist the Head of Fundraising & Communications and Community Fundraiser in creating and supporting Friends Groups and the Supporters' Forum
Presentations	<ul style="list-style-type: none"> • With fundraising and communications colleagues, report quarterly on online activity to the Trustees
Public information events	<ul style="list-style-type: none"> • Assist the Head of Fundraising & Communications in creating webinars and other events and attracting a growing audience

Additional tasks:

- Assisting the Chief Executive and other colleagues with charity-wide development initiatives
- Attending meetings and events as required both during and outside normal office hours, including the Annual Celebration and Annual Conference
- Carrying out any other duties compatible with this post as directed, from time to time, by the Head of Fundraising & Communications or Chief Executive
- Provide cover, with other colleagues, when the counterpart is absent

This list is not exhaustive and will be reviewed from time to time in discussion with the post holder.

Person specification

Essential

- Innovative and keen to find solutions to problems
- Wide knowledge of social media and its application
- Strong interpersonal skill set with the ability to be persuasive
- Excellent IT literacy
- Excellent planning, time management and organisational skills
- Excellent written and oral communication skills
- Excellent interpersonal skills, able to deal confidently and courteously with members of the public
- Experience of video conferencing and digital marketing, including targeted advertising on social media platforms
- Willingness to work flexibly in order to adapt to the needs of supporters and the charity
- Able to work unsupervised and independently from home and on the road

Desirable

- Excellent ability to motivate, inspire and influence people
- A self-starter
- Experience of setting up community & fundraising events
- A keen sense of fun and humour
- Empathy with the cause that BRACE represents (a knowledge of dementia and research is not essential, as information and informal training will be provided)