



JOB DESCRIPTION

JOB TITLE:	Senior Supporter Engagement Officer
REPORTS TO:	Supporter Engagement Manager
ACCOUNTABLE TO:	CEO, Director of Income Generation, Head of Supporter Engagement
DIRECT REPORTS:	Supporter Engagement Officer (depending on experience)
SALARY:	£25,203 - £28,366 depending on experience
LOCATION:	Fundraising Office currently in Swanscombe (DA10 0AB) while we undergo a build project at our Hospice (DA11 7HQ) 2 days per week with remainder working from home.
HOURS OF WORK:	Between 22.5 and 37.5 hours per week, flexible working patterns available, some evenings, and weekends as necessary with time off in lieu.
CLOSING DATE:	Monday 19 June 2023
INTERVIEW DATE:	Thursday 22 June 2023
INTERNAL APPLICANTS:	Expressions of interest to hr@ellenor.org by 5pm Monday 19 June

About ellenor

ellenor provides outstanding hospice care for around 3,000 people per year in North Kent. We have inpatient and outpatient and Living Well services at Northfleet, comprehensive Hospice at Home services and a range of outpatient and community services, all supported and delivered by our multi-disciplinary team.

We believe that no family should be on their own when coping with a life-limiting or life-threatening condition, and that everyone should be able to access the support they need at the end of life. Our care includes pain and symptom relief, palliative and end-of-life care as well as a comprehensive programme of emotional and bereavement support for our patients and their families.

Our most recent CQC inspection gave us the highest rating of 'Outstanding' in 2017, which was maintained in 2022.

Role overview

We are recruiting an experienced fundraiser or salesperson to work in our Supporter Engagement Team. Generating income across all areas of community fundraising; individual fundraisers, groups, and schools who plan their own activity in aid of us as well as digital fundraisers. With the support of the Supporter Engagement Manager, the Senior Supporter Engagement Officer will be responsible for developing, implementing, and delivering the Area Fundraising budget. Alongside this, they will support the delivery of the Events budget.

Main Duties and Responsibilities

- Keep donors and our organisation at the heart of your decision making in order deliver the best possible outcomes for both.
- Meet agreed income targets from donors.
- Develop our fundraising activities on digital platforms including JustGiving, Facebook Fundraisers and others.
- Work collaboratively with the wider Fundraising Team to meet the needs of our donors and our organisation.
- Develop plans to keep supporters engaged and actively continuing to support **ellenor**, to generate long-term sustainable income.
- Work with our Marketing Team to generate engagement with your fundraising activities, create appropriate marketing materials, and support the building of case studies.
- Represent **ellenor** by attending presentations, talks, tours, meetings, and pitches.
- Develop positive and effective internal relationships. Identify opportunities to increase income from within the organisation through collaborative working.
- Stay up to date and adhere with Fundraising Regulations and other relevant governing bodies at all times.

- If appropriate in terms of the postholder's experience or personal development, line manage the Supporter Engagement Officer role/s within the Supporter Engagement Team. Set development plans for all direct line reports and ensure KPI's and objectives are managed and delivered.
- Maintain accurate records of your activities onto our database.
- Develop respectful relationships with fundraising volunteers to give them guidance, support and advice to maximise their potential. Where requested, provide regular feedback on performance.
- Work in partnership across the Fundraising team on any aspects of fundraising when required, as directed by your line manager.
- Undertake mandatory training as required by **ellenor** and participate in appropriate education, learning and development.
- Support and maintain a working environment that is respectful and positive.
- Maintain confidentiality of all information acquired. This includes supporters, patients, carers, staff and volunteers.
- Undertake an appraisal annually and, through self-development, continuously update and improve knowledge and competencies.
- Take responsibility for being up to date with current policies and procedures and to adhere to these.
- Co-operate fully in the introduction of any new technology and new methods of working as appropriate. Strive to have a high level of IT literacy.
- Promote at all times **ellenor's** aims and values.
- Be aware of guidelines stated in staff handbook and all relevant policies and procedures.
- Take on any other duties that may be reasonably requested.
- Deliver key events, campaigns and projects working towards our [strategic Objectives](#).
- Actively contribute to a culture of resourcefulness and best practice to make the best use of time, skills, and expenditure.
- Be able to see opportunities that align with the needs of **ellenor**
- Be responsible for your own administration.

Personal Specification

Essential

- A minimum of 2 years an income generation role e.g. fundraising or sales.
- Someone who thrives on delighting supporters/customers.

- Tactful and respectful of the various people you will come in to contact with.
- Able to create meaningful stewardship plans to take those you account manage through a journey of discovery about our organisation its activities.
- Knowledgeable about the use of data to source income.
- Able to manage a demanding workload through great planning and organisational skills.
- Able to demonstrate the management of complex projects.
- Able to communicate your plans and their progress with stakeholders.
- Able to assimilate information from a variety of sources.
- Excellent IT skills with a good working knowledge of MS Office programmes.
- Ability to work independently under own initiative as well as part of a team.

Desirable

- Experience of completing successful digital fundraising campaigns.
- Experience of using Donorflex or a similar Customer Relationship Management system.
- Able to monitor and report against income and expenditure.
- Excellent communication skills, including creating written proposals, as well as public speaking and networking.
- Entrepreneurial self-starter and leader with creativity, initiative and confidence.
- Motivated by working in a target driven environment and as part of a team.
- Successful track record of managing staff and volunteers in an inspiring and motivating way, leading by example and committing to staff development.
- Highly effective influencing skills to ensure effective outcomes from internal and external communication stakeholders in relation to fundraising.
- Capacity to work to targets and plan workload accordingly.
- Experience of working in a hospice setting.

Internal Key relationships

- Heads of departments
- Managers and Service Delivery Leads
- Trustees

- Marketing Team
- Supporter Care Team
- Education Team
- Wider Fundraising Team

External Key relationships (this list is not exhaustive but identifies some of the key stakeholders)

- Individual supporters and donors
- Groups
- Education providers
- 3rd party event providers
- Suppliers
- 3rd Sector Community

Health and Safety

The post holder has responsibility to take reasonable care of self and others in relation to managing risk, health and safety and will be required to work within the appropriate policies and procedures.

This job description is not intended to be restrictive but is an outline of the main duties. The job description will be reviewed periodically to take into account developments in the organisation, department or role.

Values and Alignment

- A clear understanding and empathy with the issues and challenges that the hospice movement and its beneficiaries face.
- An individual who is a warm, compassionate personality able to gain the trust of co-workers and external stakeholders alike.
- High level attention to detail with a methodical approach to tasks.
- Strong belief and enthusiasm for **ellenor**'s aims and mission.
- Prepared to work in line with our values.
- A willingness and ability to be aligned to our vision and mission and be an advocate for **ellenor**.
- A commitment to Equal Opportunities.
- A practical "can-do" attitude approach to working with limited resources.

General:

- Adapts and develops in line with the changing needs of the role.

- Acts as an ambassador for **ellenor** in order to raise the profile of the organisation at a local, regional and national level, as required.
- To maintain up to date mandatory and essential to role training
- Works flexibly across sites and departments from time to time as may be requested by their managers.
- Undertakes other duties commensurate with the seniority of the post as may be requested by their managers.
- To follow all policies and procedures.
- The work within own professional Code of Conduct at all times **(Registered clinical staff only)**.
- To be aware of the staff values of the **ellenor** and to behave as a fit representative.

This Job Description will be reviewed on a regular basis

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