

JOB TITLE:	Supporter Engagement Manager
REPORTS TO:	Head of Supporter Engagement
ACCOUNTABLE TO:	CEO, Director of Income Generation, Head of Individual Giving
DIRECT REPORTS:	Senior Supporter Engagement Officer Supporter Engagement Officer Fundraising Assistant
SALARY:	£33,871-£37,011 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 30 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 2023

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 exceptional and experienced fundraiser to work closely with the Head of Supporter Engagement to lead our Area and Events Team and manage the growth of ellenor's community and event fundraising income, which has a current annual target of approximately £400,000 per year. We are looking for someone whose ambition can match ours and join us as we focus on continue to build strong relationships within the community we serve.

The Supporter Engagement Manager will be responsible of delivering this annual income target and will devise and implement strategies to build and manage relationships across our community, work creatively to establish new and develop existing income streams from all channels of income and invest their time appropriately to developing their team.

You will be comfortable working independently and organising your own pipeline in line with fundraising targets, as well as collaborating with other team members and leading on larger applications. You will ensure that your work is accurately recorded within our established team processes and on our customer relationship database Donforflex.

You'll be ready to take on responsibility for the line management of a team, including coaching, mentoring and promoting a positive, encouraging and supportive work environment.

Main Duties and Responsibilities

Income Generation:

- Raise agreed levels of income from community and events fundraising.
- Review, develop and implement a portfolio of community activities as well as researching and budgeting according to generate long-term and sustainable income.

- Work with the Head of Supporter Engagement to deliver a community fundraising strategy to increase income significantly over the next 3 years.
- To recruit new supporters, volunteers, and fundraising groups.
- Keep donors and our organisation at the heart of your decision making in order deliver the best possible outcomes for both.

Management, Leadership and Financial Reporting

- Manage, support and lead an Events and Area team of five, setting objectives and managing appraisals.
- Set development plans for all direct line reports and ensure KPI's are managed and delivered.
- Develop positive and effective internal relationships with the Marketing Team, the Care Teams and Retail Team. Identify opportunities to increase income from within the organisation through collaborative working.
- Manage and develop appropriate marketing materials for supporters to use in their fundraising.
- Ensure all aspects of donor care and relationship building are given the appropriate attention to the stewardship of all community fundraising supporters.
- Evaluate current processes and procedures and make suggestions for ongoing improvements.
- Drive innovation and keep up to date on sector trends, using this information to drive the development of new projects.
- Manage all financial management and budget planning with monthly analysis and reforecasting of income and expenditure.

General Responsibilities

- To follow the Fundraising Regulations at all times.
- To undertake mandatory training as required by ellenor and participate in appropriate education, learning and development.
- Maintain confidentiality of all information acquired. This includes supporters, patients, carers, staff and volunteers.
- To undertake an appraisal annually and, through self-development, continuously update and improve knowledge and competencies.
- To respect and guide all volunteers utilised in your area and to develop effective working relationships including, when requested by management, providing regular feedback on their performance.
- To take responsibility for being up to date with current policies and procedures and to adhere to these.

- Co-operating fully in the introduction of any new technology and new methods of working as appropriate. Strive to have a high level of IT literacy.
- To promote at all times ellenor's aims and values.
- To be aware of guidelines stated in staff handbook and all relevant policies and procedures
- Keeping up to date on key trends, best practice and fundraising law.
- Any other duties that may be reasonably requested.

Personal Specification

Essential

- Extensive experience in a fundraising environment with significant experience within Community or Events fundraising.
- Strong track record of establishing Community Fundraising or Event functions from the ground up, generating growth of income and awareness.
- Successful and proven experience of budget management with the ability to plan and implement budgets and taking immediate remedial action if necessary.
- Demonstrable experience of creating and developing relationships with local individuals, Community Groups, Supporter Groups and Volunteers.
- Excellent organisational skills and the ability to assess, prioritise and manage a varied and demanding workload.
- Excellent IT skills with a good working knowledge of MS Office programmes.
- Tactful and respectful of all the people you will come in to contact with.

Desirable

- Experience of using Donorflex or a similar Customer Relationship Management system.
- 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.
- Excellent ability to understand and analyse financial reports.
- Excellent report writing skills, using multimedia to highlight both potential and achievement to varied audiences.
- Experience of preparing and presenting budgets and a working knowledge of charitable financial accounts.
- Ability to work independently under own initiative as well as part of a team.
- Able to meet objectives and tight deadlines under pressure.
- Capacity to work to targets and plan workload accordingly.
- Experience of working in a hospice setting.

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.

Requirements of the role

1. The right to work in the UK
2. This post is subject to a police check of previous criminal convictions with the Disclosure and Barring Service

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.

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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