

Job Title:	Supporter Engagement Officer (Volunteer Fundraising)
Department:	Fundraising
Reviewing Manager:	Supporter Engagement Manager

1. OVERALL OBJECTIVE(S) OF THE POST

The purpose of this role is to help end factory farming. The post-holder will contribute through delivering and developing world class standards of supporter care and stewardship, and through delivering and developing fundraising income.

The post-holder is responsible for helping to maintain and grow the movement against factory farming through direct engagement with Compassion in World Farming International supporters. The role provides assistance, advice, information and encouragement to supporters in order to establish new supporter relationships, retain and develop existing relationships, and maximise both campaigning activity and financial support.

The post-holder is also responsible for developing and implementing volunteer fundraising activity to meet and surpass the stewardship expectations of volunteer fundraisers and volunteer fundraising income targets. This includes raising awareness of Compassion in World Farming International by supporting and growing Compassion's active volunteer fundraiser network, and representing Compassion in-person at external events.

2. POSITION IN ORGANISATION

- Reports to the Supporter Engagement Manager
- Develop and maintains strong working relationships with all members of staff, including volunteers
- Work closely and effectively with the Supporter Engagement team, Head of Supporter Marketing, and the Direct Marketing, Major Gifts, Digital, CRM, Campaigns, Food Business, Research, Despatch and Finance teams.

3. SCOPE OF JOB (these are expanded in Section 6)

- Provide all supporters with the highest standards of support, personal care and attention
- Manage and develop the volunteer fundraising programme, within budget, to meet or exceed income targets
- Manage and develop the sponsored event programme, within budget, to meet or exceed income targets
- Manage and develop the tins in shops and street collections fundraising programme, within budget, to meet or exceed income targets
- Assist with the availability and development of supporter stewardship materials within expenditure budgets.
- Assist with stewardship of Compassionate Campaigners and local groups, and with the social media programme.
- Assist with management of volunteers and interns

4. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for the maintenance and development of individual relationships between Compassion in World Farming International and supporters, prospective supporters and the public
- Responsible for delivery against specified income/expenditure targets
- Responsible for delivery of supporter stewardship Service Level Agreements
- Responsible for representing Compassion in World Farming International at external events

5. PERSON SPECIFICATION

Requirements to carry out the job effectively (and which may be developed). The requirements listed below are representative of the knowledge, skill, and/or ability required.

ESSENTIAL	DESIRABLE
Proven Ability, Qualifications & Training	
<ul style="list-style-type: none"> Comprehensive understanding of delivering effective customer/supporter care Thorough understanding of Microsoft Office applications (particularly Word, Excel) and social media channels (particularly Facebook, Twitter) 	<ul style="list-style-type: none"> Higher education/Degree level education or equivalent Understanding of Salesforce or another CRM database A good understanding of a range of volunteer fundraising income streams A good understanding of a range of donation programmes, including regular giving A good understanding of managing social media communities A good understanding of Data Protection legislation as related to customer/supporter care
Skills, Knowledge & Attributes	
<ul style="list-style-type: none"> Front-line knowledge of customer care – including written, telephone and in-person Excellent verbal and written communication skills Good interpersonal skills and the ability to communicate effectively and appropriately with supporters, external contacts, and colleagues Excellent administration skills Ability to pay close attention to detail Effective time management skills with the ability to prioritise to ensure urgent and/or important tasks are completed in timely fashion Proactive self-starter with the ability to work on own initiative as well as within a team Continues to perform objectives positively in the face of pressure from a variety of sources Demonstrable interest in farm animal welfare issues and / or a desire to know more 	<ul style="list-style-type: none"> Event and project management skills Ability to innovate to improve existing systems and processes Ability to write clear, engaging and persuasive copy Experience of procurement processes Experience of managing volunteers Prepared to assist with other projects such as conferences, functions and demonstrations etc.

6. PRIMARY RESPONSIBILITIES

Essential duties and responsibilities include the following: Other duties may be assigned.

Provide all supporters with the highest standards of support, personal care and attention **60%**

- Personally deal with day-to-day communication with supporters, prospective supporters and the public, via telephone, letter, email and in-person. To include addressing queries, resolving issues, preparing gift acknowledgements, and providing advice, information and support.
- Deliver consistently high standards of care and stewardship to meet or exceed Service Level Agreements and ensure supporters feel valued, respected and appreciated.

- Liaise with colleagues in the Direct Marketing, Database Services, Food Business, Campaigns, Research and Finance teams to enable the Supporter Engagement Team to respond accurately and effectively to supporter requests and queries.
- Maintain agreed systems and processes, and make recommendations for improving these where appropriate.
- Support the Supporter Engagement Manager in ensuring all supporter interaction points (eg, via website, telephone, post, email) adhere to the highest standards of access, usability and service.
- Record all contact with supporters, and enter/amend/update personal data, accurately and concisely on the central contact database in compliance with data protection legislation to maintain data integrity and deliver high standards of service.
- Support all staff to ensure everyone adheres to the same supporter database protocols and to help deliver consistent and high standards of supporter care.

Manage and develop the volunteer fundraising programme, within budget, to meet or exceed income targets **15%**

- Develop and maintain relationships with volunteer fundraisers to ensure the highest standards of supporter care and maximise income.
- Approach supporters personally to secure participation in events organised by volunteer fundraisers as appropriate.
- Ensure the activities of volunteer fundraisers are promoted and celebrated in Compassion's email, social media and postal direct marketing programmes as appropriate.
- Represent Compassion personally at events organised by volunteer fundraisers as appropriate. This may include attending events outside of office hours.
- Maintain and increase volunteer fundraising income by organising fundraising events, activities and stalls – including liaising with Councils/other authorities/event organisers, securing volunteer support, preparing materials for and running events in person. This may include attending events outside of office hours.
- Increase income by recruiting new volunteer fundraisers, and securing repeat participation, through promotion of volunteer fundraising in Compassion's marketing programmes.
- Ensure volunteer fundraising administration and invoicing is maintained appropriately.
- Ensure all legal requirements and Service Level Agreements are met in the guidance, advice and support given to volunteer fundraisers.

Manage and develop the sponsored event programme, within budget, to meet or exceed income targets **5%**

- Develop and maintain relationships with sponsored event participants to ensure the highest standards of supporter care.
- Ensure the activities of sponsored event participants are promoted and celebrated in Compassion's email, social media and postal direct marketing programmes as appropriate.
- Maintain and increase income by identifying and managing new sponsorship opportunities, and securing participation through promotion in Compassion's marketing programmes.
- Ensure all legal requirements and Service Level Agreements are met in the guidance, advice and support given to sponsored event participants.
- Ensure sponsored event administration and invoicing is maintained appropriately.
- Represent Compassion personally at events organised by sponsored event participants as appropriate. This may include attending events outside of office hours.

Manage and develop the tins in shops and street collection fundraising programmes to meet or exceed income/expenditure targets **12%**

- Develop and maintain relationships with supporters responsible for tins in shops and street collections to ensure the highest standards of supporter care.
- Identify and implement opportunities to promote tins in shops and street collections to supporters and grow this income stream.

- Monitor income/expenditure against target.
- Ensure all legal requirements and Service Level Agreements are met in the management of the despatch/receipt of tins and income.

Manage the availability and development of supporter stewardship materials within expenditure budgets **3%**

- Identify and implement opportunities to develop Compassion's supporter stewardship materials (volunteer t-shirts, collection tins, badges, fundraising pack, leaflets etc).
- Monitor expenditure against budget.
- Ensure all required processes are followed in the procurement and delivery of supporter stewardship materials.

Assist with stewardship of Compassionate Campaigners and local groups, and with the social media programme **3%**

- Assist the Supporter Engagement Officer (Local Groups) in their communication with local groups and support participants where necessary.
- Assist the Supporter Engagement Officer (Social Media) in communicating with Compassionate Campaigners and with the production of social media content.
- Assist with social media community management as required, including at weekends and bank holidays on a rota basis.

Assist with management of volunteers and interns **2%**

- Provide system and process training to volunteers and Interns as required.
- Assign tasks to volunteers and Interns as required, including providing training/briefing and overseeing the completion of tasks.

ADDITIONAL TASKS

To assist with other departmental duties where necessary, as listed below:

- As part of your employment you may be required to travel anywhere within the world in order to carry out the duties of your employment
- Due to the nature of the role, there may be a requirement to carry out some work out of office hours. All out of hours work is to be arranged in accordance with procedures.
- Take due and reasonable care of oneself and others in respect of Health & Safety at Work
- Act in accordance with the principles of Compassion in World Farming International's Ethical Policy
- In all work activities, comply with data protection legislation and Compassion in World Farming International's requirements for the protection of personal information and the privacy of individuals
- Provide formal and informal training at the request of your line manager, senior manager or a director, on your areas of expertise, to other members of staff, work experience students, trustees etc.