

**Job Title:** Supporter Engagement Officer (Social Media)

**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 Compassion's social media engagement programme.

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 contributing to the development and implementation of Compassion's social media programme, in order to maintain and grow community size and engagement, and for supporting Compassion's active offline campaigner network.

### 2. POSITION IN ORGANISATION

- Reports to the Supporter Engagement Manager
- Takes direction and guidance from the UK & International Social Media Specialist, for social media related aspects
- Develops and maintains good working relationships with all members of staff, including volunteers
- Works closely with the Supporter Engagement Officers, Fundraising Administrator, Head of Supporter Marketing (UK), the Direct Marketing team, Major Gifts, Digital, CRM, Campaigns, Food Business, Research, Despatch and Finance Teams.

### 3. SCOPE OF JOB

- Provide all supporters with the highest standards of support, personal care and attention
- Support the UK & International Social Media Specialist to manage and develop Compassion's UK social media content, broadcast and engagement strategy and contribute to the management of Compassion's UK social media communities
- Develop and maintain a suite of materials to facilitate supporter engagement including materials for the Compassionate Campaigners offline programme
- Assist with stewardship of volunteer fundraisers, local groups, street collection participants and tins in shops participants
- 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 contributing to the management of Compassion principle UK social media communities (currently c. 185,000 people)

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

## 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** **40%**

- 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, CRM, 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 (e.g. 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 regulations 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.

### **Contribute to Compassion's social media content, broadcast and engagement strategy and contribute to the management of Compassion's UK social media communities** **40%**

- In consultation with the UK & International Social Media Specialist and other relevant colleagues, plan content for UK social media broadcasts to deliver against organisational movement building, campaigning and fundraising objectives.
- As required produce content, including copy, graphics, photographs, tracked links.
- Assist the UK & International Social Media Specialist to implement within budget, paid promotion strategy for successful content.
- Research, identify and implement relevant innovations/improvements to Compassion's social media pages to enhance reach, engagement and community growth.
- Where appropriate, engage directly with social media community members, and respond in a timely, effective and efficient manner to public comments, to manage Compassion's reputation and brand, and to maintain and build Compassion's social media communities delivering first-class care and stewardship.
- In agreement with the UK & International Social Media Specialist develop and maintain organisational guidelines for social media community management.
- Monitor and report on content reach, engagement rates, and community growth.

### **Develop and maintain a suite of materials to facilitate supporter engagement including for the Compassionate Campaigners offline programme** **5%**

- Devise, in consultation with the Campaigns team, and produce mailings of Compassion's 'Campaigners Corner' letter writing pack.
- Identify opportunities to promote, and encourage uptake of, 'Campaigners Corner' and the featured campaigning activities.
- Provide advice and support as required for the 'Campaigners Corner' participants.
- Mobilise campaigners to attend campaign events.

- Develop and maintain the Supporter Engagement team suite of materials including design of flyers, stickers, welcome pack etc.
- Develop and maintain a recording process for previous quotations and agreements.

**Assist with stewardship of volunteer fundraisers, local groups, street collection participants and tins in shops participants** **10%**

- Help the Supporter Engagement Officer (Volunteer Fundraising) in their communication with volunteer fundraisers and tins in shops participants, and in organising fundraising events, activities and stalls, where necessary.
- Help the Supporter Engagement Officer (Local Groups) in their communication with local groups, and their support for street collection participants, where necessary.
- Represent Compassion personally at volunteer fundraising, local group and campaigning events, and on fundraising stalls. This may include attending events outside of office hours.

**Facilitate the Planning Permissions process such that suitable objections are raised to applications for intensive factory farms** **5%**

- Manage and maintain the system, process and suite of materials, such that farm planning applications are reviewed against agreed criteria, determining if the proposed farming system will be intensive.
- Where appropriate work with Research and Campaigns teams to facilitate the issuing of an objection letter and targeted campaign.

## 7. 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. This 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'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.
- The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager