

Job Title:	Supporter Experience Officer
Department:	Supporter Relations and Data Insights Team
Location:	London
Reports to:	Supporter Relations and Data Insights Manager
Line Management responsibility:	None
Budgetary Responsibility:	None
Child safeguarding level:	<p>We are committed to the safeguarding and protection of children and vulnerable people in our work. We will do everything possible to ensure that only those who are suitable to work with children and vulnerable people are recruited to work for us.</p> <p>Therefore this post is subject to a range of vetting checks including a criminal records disclosure, DBS, or in the event that the employee is not a UK resident, a check to its equivalent in the current residing country will be required.</p>

Job Purpose:

The Supporter Experience Officer will be involved in the planning and development of a programme that puts the supporter experience at the heart of everything we do, as well as increase the depth and value of supporter relationships whilst encouraging repeat giving or multiple interactions. The purpose of this role is to design and implement first class stewardship plans to ensure our amazing supporters have a great experience with Muslim Aid and care about the cause for many years.

The Supporter Experience Officer will play a pivotal role in making Muslim Aid more data and insight driven in the way we fundraise and communicate with supporters. The role will help develop a culture based on understanding and interpreting supporter behaviours and motivations. Using this information, you will lead on mapping journeys and experiences across communications, campaigns and the fundraising portfolio to maximise a supporter's lifetime value, to ensure we are implementing insights to improve the way we engage with our supporters.

Key Accountabilities:

Supporter Journeys

- Maximise retention of existing supporters and grow the long-term value of the supporter base
- Maximise the effective use of insight, data and knowledge in building and maintaining long-term relationships with supporters.
- Complete an audit of current supporter journeys across the organisation.
- Through research, testing and analysis, create new supporter journeys to increase engagement and improved income generation.
- Constantly research and keep up to date with current market trends in supporter relations and engagement.
- Assist Muslim Aid's overall fundraising efforts through the planning and implementation of improved supporter journeys and supporter care strategy and think of innovative ways to encourage further donor support and loyalty.

Supporter Care

- Ensure we provide first class supporter care and stewardship through personalising and valuing our donors, fundraisers and volunteers and to build long term relationships.
- Act as a champion for putting the supporter's interests at the core of everything we do.
- Ensure that all teams are enabled and empowered to identify opportunities and resolve issues to improve supporter care, loyalty and supporter retention.
- Lead and embed a vibrant data culture amongst our fundraising and communications teams, enabling our fundraisers to grow income through improved supporter relationship management by using our fundraising database.
- Work in conjunction with the Data Analysis team to manage supporter preferences ensuring best practice regarding data protection, data collection and to maximise cross sell opportunity.
- Maintain a clear understanding of best practice in the fields of supporter care, developing good working relationships with peers, monitoring external development and adapting to change where needed.
- Formulate, design and coordinate the production of stewardship materials including donor Thank you mailings, gift acknowledgement letters, seasonal cards etc.
- Maintain awareness of fundraising standards and keeping up to date with any legal requirements pertaining to the non-profit sector particularly regarding supporter services and care.
- Lead by example in delivering exemplary Supporter care and help build loyal and committed supporters through high quality engagement.
- Monitor and evaluate statistics on supporter retention and welcome attrition.
- With the supporter relations manager develop and implement individual training programmes for supporter relations team members on customer services, telephone techniques and retention calling.
- Compile and conduct supporter surveys across all channels and ensure findings are shared with the Communications dept. and wider organisation as appropriate.
- Embed innovation to consistently explore and implement new and improved ideas and ways of working
- Provide general administrative assistance in support of the smooth running of the Supporter Relations Department.
- Lead or support projects and activities, as required by the Supporter Relations Manager and Senior Supporter Relations Officer.

General Responsibilities

- Provide support to all colleagues processing and handling donations.
- Proactively promote our products and services to donors.
- Provide a courteous, helpful and professional service to all callers.
- Meet agreed personal performance targets and service levels.
- Ensure Gift Aid declarations are captured and recorded accurately and correctly.
- Keep records, enquiries and financial transactions in line with the Data Protection Act and GDPR.
- Collaborate with all internal teams, departments and external agencies as appropriate.
- Participate in outbound calling campaigns.
- Process all incoming departmental correspondence
- Champion our values of compassion, empowerment, justice for all and accountability when performing your work.

Other

1. To ensure all records are maintained and stored appropriately in line with MA document management and IT policies.
2. To comply with all policies, procedures, legal and regulatory requirements.
3. Any other duties commensurate with the accountabilities of the post.

Person Specification		
	Essential / Desirable	Assessment Stage
Qualifications:		
Educated to A-level Standard of equivalent	Essential	Application
Experience & Knowledge:		
Significant supporter/customer care experience obtained from the commercial or charity sectors.	Essential	Application and Interview
Experience working in a busy environment, prioritising activities appropriately and managing multiple, conflicting priorities.	Essential	Application and Interview
Proven experience developing internal relationships across a complex organisation – working with internal clients to develop and adapt briefs to improve supporter experience.	Essential	Application and Interview
Customer Relationship Management (CRM) database experience	Essential	Application and Interview
Handling high volumes of routine processes	Essential	Application and Interview
Thorough understanding and experience of the principles of stewardship and a proven attitude of customer care	Desirable	Application and Interview
Experience of applying creative thinking to innovate and develop supporter/customer services	Essential	Application and Interview
Experience of coaching and training staff in customer service training	Desirable	Application and Interview
Experience of devising complex data segmentation and hierarchies for supporter communications	Desirable	Application and Interview
Experience of using digital marketing to enhance supporter engagement, development or to drive response	Desirable	Application and Interview
Excellent understanding of GDPR	Desirable	Application and Interview
Excellent understanding of customer service and complaints management practices	Essential	Application and Interview
Sensitive to the needs of BME and Multi-Faith communities	Essential	Application and Interview
Knowledge on importance of charity in religious and humanitarian perspectives.	Desirable	Application and Interview
Skills & Abilities:		
Good interpersonal and communication skills and ability to liaise effectively with people at various levels.	Essential	Application and Interview
Good team work skills with the ability to work with different and sometime conflicting agendas.	Essential	Application and Interview
Good organisation, coordination and project management skills.	Essential	Application and Interview
Strong and well-developed analytical skills	Essential	Application and Interview
IT literate with knowledge of Microsoft Office applications and the ability to learn and use any software adopted by Muslim Aid.	Essential	Application and Interview

Ability to adapt to changing deadlines and priorities.	Essential	Application and Interview
Ability to work in and with a diverse team.	Essential	Application and Interview
Ability to work under pressure and on own initiative.	Essential	Application and Interview
Ability to analyse and assess complex situations and develop policies.	Desirable	Application and Interview
Willingness to travel at very short notice.	Essential	Application and Interview
Commitments:		
Commitment to Muslim Aid's mission, visions and values	Essential	
Commitment to Muslim Aid's ethos	Essential	
Commitment to equality of opportunity and diversity	Essential	
Commitment to Muslim Aid's Child and Vulnerable Adults Policy and Procedure	Essential	

You will display the competencies below :	
Competencies	Definition
Team working	Co-operates with and respect colleagues to exceed up and beyond individual efforts
Communication	The ability to listen, express and communicate information effectively
Performance Management	Delivery of organisation objectives through effective setting of SMART personal goals and team goals
Results Focused	Getting the job done in an efficient way through effective time, task and financial management
Leadership	Inspiring, supporting and developing others to achieve outstanding levels of performance
Innovation & Continuous Improvement	Constantly seeking to improve the way business is done through analysis, creativity, problem solving and change initiatives

Please signify your acceptance of this job description by signing below and returning a copy to HR					
Employee signature:		Employee Name:		Date:	
Line Manager signature:		Line Manager Name:		Date:	