

Job description

Senior Supporter Engagement Officer

| | |
|------------------------------|---|
| Reporting to: | Supporter Retention Manager |
| Staff responsibility: | Public Fundraising Assistant |
| Salary: | £33,100 per annum plus £2000 London weighting if applicable (home address within M25 perimeter/regardless of how often travel is required into the office/pro rata if part-time) Contributory pension scheme |
| Location: | Remote |
| Holiday entitlement: | 27 days plus three discretionary days between Christmas and New Year and statutory holidays |
| Terms and conditions: | Full time, 35 hours a week. The post holder may be required to work some evenings and weekends. Time off in Lieu will be given in line with the charity's policy |
| Contract: | Permanent |

About Bowel Cancer UK

We're the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

We currently have around 90 staff based in England, Wales, Scotland and Northern Ireland. Thanks to the generosity of our community, we're in a privileged position to be able to grow our staff team to deliver our ambitious strategy, [On a Mission](#). There are huge challenges facing bowel cancer patients across the UK and our community needs us now more than ever. We're building a strong and united team to bring us closer to a world where nobody dies of bowel cancer.

Job summary

The Senior Supporter Engagement Officer is responsible for building deeper relationships with some of our most committed supporters. This is an exciting role with opportunities to further develop existing products such as Gifts in Wills events, legacy stewardship and our mid value programme. It also has oversight of our Big Give Christmas appeal, sent out to committed supporters to generate funds for a restricted project/campaign.

The role is managed by the Supporter Retention Manager but will work closely with all of the Public Fundraising team. They'll also be line managing the Public Fundraising Assistant, ensuring they complete their administrative tasks on time and have opportunities to develop. Key relationships are the Research Team, Services team, the Comms and Marketing team and the Philanthropy team.

The Senior Supporter Engagement Officer will play a vital role to help to build a future where nobody dies of bowel cancer by engaging with new and existing supporters and growing fundraising income.

Main responsibilities

Legacies

- Lead on gifts in Wills engagement with our existing supporters
- Proactively engage with existing supporters through a range of personal communication methods to inspire more people to leave a gift in their Will
- Create and run a series of face to face events to inspire supporters to leave a gift in their Will to the charity
- Manage the logistics of the events, including securing speakers and venues, ensuring smooth-running events with positive feedback from attendees
- Work closely with the Supporter Retention Manager in shaping and delivering the legacy marketing programme, including Free Wills Months, to achieve annual KPIs for enquirers and pledgers
- Work closely with colleagues across the Public Fundraising team and wider charity to identify supporters to cross-sell gifts in Wills to

- Steward existing gifts in Wills supporters ensuring they feel valued and informed about the charity throughout the year

Mid-value Supporters

- Manage the development of our mid-value donor programme
- Maximise donor potential through tailored journeys and communications, ensuring sustainable income growth and long-term donor engagement
- Lead on the implementation of The Big Give Christmas campaign to reach our funding target for a restricted project. Write the application to attract a champion to offer matched funding and reach out to mid-value supporters to become pledgers
- Develop a powerful call to action, communicating our work, its impact and the impact supporters can have by donating
- Oversee data selection and segmentation for The Big Give campaign to optimise return on investment and insightful testing; ensure data is managed sensitively, confidentially and in compliance with GDPR
- Work collaboratively with comms team and external agencies to create unrestricted postal appeal over Christmas
- Effectively manage KPI's with the Supporter Retention Manager

Other duties

- Line manage the Public Fundraising Assistant, ensuring they are completing administrative tasks on time and offering opportunities for development
- Ensure that the use of Raiser's Edge is effective, accurate and consistent
- Representing Bowel Cancer UK at fundraising events, attending and managing events as required. Occasional overnight stays may be required
- Undertaking any other duties as required by the Supporter Retention Manager and the Head of Public Fundraising

Person specification

Qualifications and experience

- Proven track record of working on legacy events
- Strong experience of relationship building and supporter development
- Experience with CRM systems and data analysis tools

Knowledge, skills and abilities

- Excellent written and verbal communication skills to engage our supporters with the charity's work
- Analytical skills to examine trends, potential to engage further, and create journeys
- Ability to think creatively and contribute ideas to team planning and discussion sessions
- Ability to work under pressure, manage time effectively and prioritise workload
- Experience of working to KPIs, reporting and evaluations
- Excellent project management skills
- Good working knowledge of databases (ideally Raisers Edge) and all Microsoft packages including Word, Excel and Outlook

Personal qualities

- A bright, engaging manner and the ability to motivate fundraisers in their support of the charity
- An empathetic listener, able to engage sensitively with bereaved supporters and those affected by bowel cancer
- Understanding of and commitment to the aims and objectives of Bowel Cancer UK
- A commitment to equal opportunities and anti-discriminatory practice

Safeguarding

Safeguarding is everyone's responsibility and we're committed to safeguarding children, young people and vulnerable adults and we expect all staff and volunteers to share this commitment.

Successful candidates may be subject to either a satisfactory, basic or enhanced disclosure from the Disclosure and Barring Service (DBS - UK), (PVG – Scotland) or Access (NI) dependent upon the role. There is no cost to you and will be processed on your behalf.