Supporter Experience Executive Job Description

Role Title	Supporter Experience Executive
Rank	6
Salary	Up to **£29,000 FTE**
Reports to	Supporter Experience & Retention Manager
Direct Reports	n/a
Notice Period	1 month
DBS Check	Enhanced & Barred
Team and Directorate	Supporter Experience & Retention Team – Fundraising – Income Generation
Contract and hours	Permanent, full time, 37.5 hours per week
Location	Hybrid, average of 3 days in the office per week
Date	November 2026

Summary of the Role's Main Purpose

The Supporter Experience Executive plays a vital role within the newly established Supporter Experience & Retention Team, helping to deliver an exceptional supporter experience across all fundraising activities.

Reporting to the Supporter Stewardship & Retention Manager, the postholder will be the first point of contact for supporters and will provide high-quality supporter care across all fundraising programmes. As part of a team of two Supporter Experience Executives, the role is responsible for ensuring consistent supporter service coverage across the Fundraising Department, managing inbound enquiries, delivering supporter thanking and stewardship, supporting stewardship events and helping supporters move seamlessly through their engagement journey with the charity.

The role is central to ensuring every supporter interaction is positive, personalised and aligned with the charity's commitment to excellent supporter care. Working closely with fundraising, marketing and data colleagues, the postholder will help strengthen supporter retention, engagement and long-term loyalty.

Main Duties and Responsibilities

Supporter Care and Enquiry Management

- Act as the first point of contact for supporters across all Fundraising activities, managing inbound telephone calls, emails and correspondence in a professional, compassionate and timely manner.
- Manage shared fundraising inboxes and supporter enquiries, ensuring a consistent and high-quality service is delivered across all fundraising programmes.
- Ensure continuous supporter care coverage across the Fundraising Department during periods of annual leave, sickness or other absences, reducing reliance on other fundraising colleagues.
- Respond to supporter requests, questions and feedback, escalating complex or high-value opportunities where appropriate.
- Process donations received via telephone, post and other offline channels.

- Ensure all supporter interactions reflect the charity's values and commitment to exceptional supporter care.

Stewardship and Donor Engagement

- Deliver high-quality stewardship activity across all fundraising audiences.
- Provide personalised thanking and acknowledgement of donations through a variety of channels including telephone, email, written correspondence and face-to-face interactions.
- Support the delivery of supporter retention initiatives by helping maintain meaningful and ongoing relationships with supporters.
- Assist in delivering stewardship communications designed to increase supporter satisfaction, loyalty and long-term engagement.
- Support the implementation of supporter journeys developed by the Supporter Experience & Retention Team and in collaboration with the Fundraising Team.
- Help identify opportunities to improve supporter experiences and strengthen engagement.

Stewardship Events

- Support the planning, administration, delivery and evaluation of central stewardship events, including:
  - Thanking Events
  - Garden Party
  - Monthly Hospice Tours
  - Open Days
  - Online Engagement Series
  - Xmas Concert
- Coordinate supporter invitations, registrations, RSVPs and attendance tracking.
- Support event logistics, supporter communications and event administration.
- Ensure stewardship events are delivered professionally and provide a positive supporter experience.
- Deliver post-event follow-up, supporter communications, thanking and engagement activities.
- Maintain accurate records of supporter attendance and engagement outcomes.

Supporter Journey Administration

- Support fundraising teams by delivering administrative elements of supporter journeys and stewardship programmes.
- Assist with campaign fulfilment, including appeals, welcome packs, event packs and supporter information materials.
- Help ensure supporters move smoothly from fundraising activities into appropriate stewardship and engagement programmes.
- Support communication schedules and automated supporter journeys where appropriate.
- Maintain supporter communication preferences and ensure regulatory compliance.

CRM and Data Management

- Maintain accurate supporter records within the charity's CRM system.
- Update supporter details, communication preferences and engagement records in accordance with GDPR and fundraising regulations.
- Manage returned mail and supporter record updates.

- Support accurate recording of Gift Aid declarations and maximise Gift Aid opportunities wherever possible.
- Assist with reporting and monitoring supporter engagement activities where required.
- Produce standard supporter selections and mailing lists from Beacon for campaigns and appeals, following agreed data standards.

Fundraising Administration

- Support fulfilment of fundraising campaigns, appeals and stewardship activities.
- Handle cheques, offline donations and associated administration.
- Maintain stocks of fundraising materials, literature and event resources.
- Support the management of incoming fundraising post and correspondence.
- Manage Gone Aways and Gift Aid activities.
- Assist fundraising colleagues with administrative requirements that contribute to effective supporter engagement.

Complaints and Feedback

- Respond professionally and sensitively to supporter complaints, concerns and feedback.
- Escalate complaints and complex issues to the Supporter Stewardship & Retention Manager in line with organisational procedures.
- Support the delivery of excellent supporter experiences by identifying recurring issues and opportunities for improvement.

Other Duties

- Build and maintain positive relationships with supporters, volunteers, colleagues and external stakeholders.
- Attend team meetings, training sessions and organisational events as required.
- Act as an ambassador for the charity and its values at all times.
- Support fundraising events and activities where appropriate.
- Maintain awareness of best practice in supporter care, stewardship and fundraising.
- Comply with all organisational policies and procedures, including safeguarding, data protection, health and safety, equality, diversity and inclusion.
- Undertake any other duties commensurate with the level of the role as reasonably required by the Supporter Stewardship & Retention Manager.

Person Specification

Essential criteria

- Experience in a customer service, supporter care, fundraising administration or supporter-facing role.
- Excellent communication skills, both written and verbal.
- Ability to build positive relationships with a wide range of supporters and stakeholders.
- Experience of event administration or supporter event delivery.
- Demonstrable commitment to delivering exceptional customer or supporter experiences.
- Ability to handle sensitive conversations with empathy, professionalism and discretion.
- Strong organisational skills and ability to manage multiple priorities effectively.
- Excellent attention to detail and accuracy.
- Ability to work collaboratively as part of a team while also working independently when required.

- Strong administrative skills and confidence managing shared inboxes and supporter enquiries.
- IT literacy, including Microsoft Office applications.
- Ability to learn and use CRM databases and supporter management systems.
- Positive, proactive and "can-do" approach.
- Supporter-focused and committed to delivering outstanding service.
- Compassionate and empathetic in all interactions.
- Professional, reliable and accountable.
- Collaborative and team-oriented.
- Adaptable and resilient under pressure.
- Committed to the values, vision and mission of the charity.

Desirable criteria

- Experience within fundraising, supporter care or the charity sector.
- Experience using CRM systems such as Beacon.
- Experience of supporter stewardship and donor thanking.
- Experience of working with volunteers.
- Experience of handling complaints or customer feedback.
- Knowledge of fundraising regulations, GDPR and supporter data management.

General

Helen & Douglas House is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The postholder must follow HDH safeguarding policies and procedures at all times.

The postholder must maintain strict confidentiality and handle personal data in line with UK data protection law and HDH policy, follow HDH health and safety policies, and uphold HDH's commitment to equality, diversity and inclusion.

This job description sets out the main responsibilities of the role. It is not exhaustive. The postholder may undertake other reasonable duties consistent with the role. HDH will discuss any changes to the role with the postholder but the job description and person spec are non-contractual and may be changed at any time to suit the needs of the organisation.