

Job Title:	Supporter Relations Engagement Officer
Department:	Supporter Relations
Location:	London
Reports to:	Supporter Relations 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 Relations Engagement Team is involved in the planning and development of programmes and projects that puts supporter engagement at the heart of everything we do. They play a pivotal role in making Muslim Aid more data and insight driven in the way we fundraise and communicate with supporters. The team's aim is to increase the depth and value of supporter relationships whilst also encouraging repeat giving and overall supporter retention through targeted engagement strategies.

Working within the Supporter Relations Engagement Team, you will develop a supporter centric approach to planning effective multi-channel, multi-product supporter journeys to grow loyalty, engagement, and income. We are looking for someone with an audience and data insight driven approach to identify moments that matter and key touch points to improve the supporter experience. By doing this, you will ensure that each touchpoint across the supporter experience is engaging, effective and reflects Muslim Aid's brand and values.

As a confident communicator you will help develop a culture based on understanding and interpreting supporter behaviours and motivations. Using this information, you will lead on mapping journeys and engagements across communications, campaigns and the fundraising portfolio to maximise a supporter's lifetime value.

Key Accountabilities:

Supporter Journeys

1. Create new innovative supporter journeys to increase engagement, loyalty and improve income generation.
2. Maximise retention of existing supporters and grow the long-term value of the supporter base in line with agreed KPIs.
3. Deliver improved supporter journeys and care strategies using insights, evidence and feedback.

Supporter Care

4. Deliver exemplary Supporter care and stewardship that builds loyal and committed supporters through high quality personalised engagement.
5. Guide colleagues and teams on building supporter's interests into the delivery of all departmental objectives.
6. Collaborate with the Data Analysis team to manage supporter preferences ensuring best practice regarding data protection, data collection and to maximise cross sell opportunity.
7. Incorporate supporter care best practice and emerging approaches into activities so that the organisation remains positioned to effectively engage/manage donors.
8. Design and coordinate the production of stewardship materials as part of the supporter care journey.
9. Implement legal and fundraising standard changes into day-to-day activities so that the organisation remains compliant and effective.
10. Update engagement approaches based on evaluation data to improve attrition rates.
11. Conduct supporter surveys across all channels and share analysis with stakeholders that can inform decision making.
12. Provide general administrative assistance in support of the smooth running of the Supporter Relations Department.

Other

13. Process donations in line with the organisations policies, procedures and compliance requirements.
14. Proactively promote our products and services to donors.
15. Keep records, enquiries and financial transactions in line with the Data Protection Act and GDPR.
16. Participate in outbound calling campaigns in support of our fundraising activities.
17. Working flexible hours during peak campaign times.
18. Maintain and store all records in line with MA document management and IT policies.
19. Comply with all policies, procedures, legal and regulatory requirements.

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Person Specification		
	Essential / Desirable	Assessment Stage
Qualifications:		
Educated to Bachelor's degree level.	Desirable	Application
Experience & Knowledge:		
Significant supporter/customer care skills obtained from the commercial or charity sectors.	Essential	Application and Interview
Proven engagement developing internal relationships across a complex organisation – working with internal clients to develop and adapt briefs to improve supporter engagement.	Essential	Application and Interview
Experience of working with Customer Relationship Management (CRM) software.	Essential	Application and Interview
Experience of developing innovative and creative engagement programs for supporters/donors.	Desirable	Application and Interview
Experience of coaching and training staff in customer services.	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 teamwork 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
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
Proven ability to go above and beyond to exceed customer or supporter expectations.	Essential	Application and Interview
Ability to analyse data, read and present conclusions.	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 Global Safeguarding Policy	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:	

