

## Role Profile

Details	
Job Title:	<b>Supporter Engagement Assistant</b>
Job Grade:	<b>Assistant</b>
Reports to:	<b>Supporter Engagement Officer</b>
Based in:	<b>Harrogate</b>
Hours:	<b>Full time, 37 hours</b>
Overall purpose	
<p>At Yorkshire Cancer Research, we believe in great teamwork and putting our supporters at the heart of all we do, delivering excellent customer experience to them. We are looking for a Supporter Engagement Assistant to join our newly established Fundraising Team to help us build strong and lasting relationships with our charity's supporters and donors.</p> <p>Reporting to the Supporter Engagement Officer, the Supporter Engagement Assistant will deliver excellent customer service over the telephone, in written (email and postal) communications and face to face and ensure that supporters' details are accurately recorded on the CRM database. You will be representing the charity, explaining its purpose, and demonstrating our charity values to donors/supporters, showing appropriate empathy to those who may have cancer or a family member/friend who does.</p> <p>From fundraisers who are interested in participating in a challenge event or making a regular gift to corporate/high value donors and everything in between, the Supporter Engagement Assistant will ensure every donor is valued and receives exceptional customer service. By working alongside all teams within the charity you will gain an extensive knowledge of the vision and mission of the charity so that exceptional stewardship can be delivered.</p> <p>This role provides a great opportunity to make a real difference to the people of Yorkshire and requires someone with a friendly manner, good team-working skills, great customer service and excellent organisational skills.</p>	
Key responsibilities	
<ul style="list-style-type: none"> <li>• Ensure supporter communications are accurate, timely and appropriate to the recipient. This includes following the relevant pathways to process donations, record legacy pledges, update key information so that the communication is tailored and relevant to the individual supporter.</li> <li>• Update supporter records on our database to reflect changes in marketing permissions, personal details, the charity's relationship with the supporter (e.g.</li> </ul>	

Volunteer/ Donor/ Brand Ambassador etc.) and any communications had between the supporter & the charity.

- Use the CRM System to run supplied data queries to deliver campaigns (e.g. using Mail Merge) and to create and deliver supporter communications, this includes printing and posting letters and sending emails, making updates to supporter records and fulfilling requests for information.
- Work alongside the Supporter Engagement Officer & Individual Giving Manager to improve the initial welcome for newly acquired regular donors and the onwards stewardship journey for all supporters. Conducting research and contributing ideas to improve the supporter journeys and implementing these processes independently.
- Undertake other duties and take on a lead role in supporting projects relevant to the purpose of the role as requested by members of the CRM, Marketing, Fundraising or Research & Services teams.
- Assist the wider Fundraising team at charity run and/or external events to represent the charity, help achieve agreed targets and provide exceptional stewardship to supporters.
- Monitor inbound emails to the charity in the supporter care inbox, forwarding to the relevant colleague (if unable to provide a response) or responding and actioning.
- Monitor incoming calls to the charity through the supporter engagement number, forwarding to the relevant colleague (if unable to provide a response) or responding and actioning.
- Respond to any enquiries received by the Welcome Team through incoming telephone calls, emails and in-person visits and accurately update the database to reflect each conversation to ensure we have up-to-date records.
- Help identify the key target audience(s) for our marketing campaigns and implement customer communications using the database. This includes identifying potential prospects, implementing cross-sell campaigns and helping to measure results.

### **Qualifications**

- A degree or equivalent qualification in a relevant discipline and/or proven experience working in a similar role, such as customer service.
- Evidence of continued professional development relevant to the role purpose and level.

### **Knowledge and experience**

- Customer service experience in a similar or related role (e.g. telephony/ databases/ office).
- High computer literacy with comprehensive knowledge of Microsoft Office applications, especially Word, Excel and Outlook.
- Previous experience of working with databases (e.g. Access or Raiser's Edge).
- Up to date with the requirements of GDPR and confident in adhering to these requirements.
- Up to date with Safeguarding and confident in raising any concerns.

### Skills and abilities

- Enjoys delivering excellent customer service and customer/supporter interaction.
- Happy to work independently and ask for support where this is needed, but also like to both work with and support colleagues as part of a team working towards a common goal.
- Excellent communication skills, both verbal and written, with an ability to use active listening skills, and write professionally and appropriately for a range of diverse audiences. Has a good grasp of grammar, spelling and of the spoken word.
- Strong organisational skills and performs their work to an extremely high level of accuracy and professionalism, paying close attention to detail.
- Able to present data and information in a way that is helpful and actionable to others.
- Comfortable sharing ideas, insights and learnings with colleagues to help the charity continually learn and improve.
- Ability to effectively prioritise own workload to ensure the successful delivery of the role.
- Confident working with data to perform general actions such as Mail Merge to send bulk mailings or emails.

### Other requirements

- Proof of eligibility to work in the UK.
- Professional qualification check and DBS check (to be undertaken once the role is offered and accepted).

### DBS Check Level

- This role requires a DBS check at basic level.

### Values and Behaviours

- Passionate about the values of Yorkshire Cancer Research (see 'Our Values' below).
- Safeguarding is the responsibility of all employees who must remain aware and vigilant to potential safeguarding breaches and always report any suspicions or incidents following our internal reporting guidelines which will be shared during induction.
- Yorkshire Cancer Research operates a strict 'no smoking' policy throughout our premises, car parks and vehicles. Staff must not smoke whilst wearing charity branded clothing or whilst on duty. If the post holder chooses to, the charity will help and support them to stop completely or temporarily abstain from smoking during their working hours.

# Our Values & Behaviours

## Our Values

<p><b>Here for Yorkshire</b></p>	<p><b>United by the cause</b></p>	<p><b>Think big and bold</b></p>	<p><b>Make it happen</b></p>
<p>The needs of people in Yorkshire come first.</p> <p>They are at the heart of everything we do.</p>	<p>We collaborate with each other and with other organisations; united by the need to <i>Give Yorkshire More Life to Live</i>.</p>	<p>We deliver world-leading research and services.</p> <p>We dare to think differently.</p>	<p>We create and build solutions.</p> <p>We approach our work with positivity, energy and drive.</p>

## Our Behaviours

Behaviours	
<p><b>Here for Yorkshire</b></p>	<p><b>The needs of people in Yorkshire come first</b></p> <p>Yorkshire Cancer Research exists to prevent diagnose and treat cancer in Yorkshire. The needs and interests of people in Yorkshire are at the forefront of what we do, how we think and how we act.</p> <p><b>People are the heart of everything we do</b></p> <p>When we develop new plans, projects and activities, we actively seek patient, supporter and/or customer input to inform our approach and decision-making.</p>
<p><b>United by the Cause</b></p>	<p><b>United by the need to <i>Give Yorkshire More Life to Live</i></b></p>

	<p>We are transparent and open in what we do and what we say, uniting to support one another in achieving our shared goals.</p> <p><b>We collaborate with each other and other organisations</b></p> <p>We work to build relationships based on trust and collaboration. We seek to understand the needs and objectives of others to establish the common ground and agree how we can work together to benefit people in Yorkshire.</p>
<p><b>Think Big and Bold</b></p>	<p><b>We deliver world-leading research and services</b></p> <p>We evaluate worldwide research and we test and we learn in order to drive the greatest advances and impact in cancer research and services. We promote a culture of continual improvement and innovation.</p> <p><b>We dare to think differently to Give Yorkshire More Life To Live</b></p> <p>We are ambitious and not afraid to try something new or difficult when it comes to achieving our goals.</p> <p>Nor are we afraid to make difficult decisions when they are in the best interests of those we exist to serve; the people of Yorkshire.</p>
<p><b>Making it Happen</b></p>	<p><b>We create and build solutions</b></p> <p>We are focused on understanding the impact of our work and the difference it is making. We ensure we are always pushing forward the achievement of our charity's vision.</p> <p><b>We approach our work with positivity, energy and drive</b></p> <p>We see every challenge as an opportunity to provide a solution.</p> <p>When it comes to preventing, diagnosis and treating cancer, we deliver pioneering solutions <i>To Give Yorkshire More Life To Live</i>.</p> <p>We pursue our goals with enthusiasm and commitment; always asking 'Can I, and can we, do more?'.</p>

## YORKSHIRE CANCER RESEARCH

### Job Applicant Privacy Notice

#### **Data controller: Yorkshire Cancer Research (the Charity)**

As part of any recruitment process, the Charity collects and processes personal data relating to job applicants. The Charity is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

#### **What information does the Charity collect?**

The Charity collects a range of information about you. This includes but is not limited to:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and
- equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

The Charity collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

The Charity will also collect personal data about you from third parties, such as references supplied by former employers, information from employment background check providers and information from criminal records checks. The Charity will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

#### **Why does the Charity process personal data?**

The Charity needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the Charity needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

The Charity has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Charity to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Charity may also need to process data from job applicants to respond to and defend against legal claims.

Where the Charity relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The Charity processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the Charity processes other special categories of data, such as information about ethnic origin, sexual orientation, health or religion or belief, this is for equal opportunities monitoring purposes.

The Charity is obliged to seek information about criminal convictions and offences. Where the Charity seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

If your application is unsuccessful, the Charity will keep your personal data on file in case there are future employment opportunities for which you may be suited. The Charity will ask for your consent before it keeps your data for this purpose, and you are free to withdraw your consent at any time.

### **Who has access to data?**

Your information will be shared internally for the purposes of the recruitment process. This includes members of the HR and senior executive teams, interviewers involved in the recruitment process, managers in the Charity's team with the vacancy and IT staff if access to the data is necessary for the performance of their roles.

The Charity will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Charity will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and the Disclosure and Barring Service to obtain necessary criminal records checks.

The Charity will not transfer your data outside the United Kingdom.

### **How does the Charity protect data?**

The Charity takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties. The Charity has a Data Protection Policy and an ICT Acceptable Use Policy which apply to all its employees.

### **For how long does the Charity keep data?**

If your application for employment is unsuccessful, the Charity will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow the organisation to keep your personal data on file, the Charity will hold your data on file for a further period of 6 months for consideration for future employment opportunities. At the end of that period or once you withdraw your consent, your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new employee privacy statement.

## **Your rights**

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the Charity to change incorrect or incomplete data;
- require the Charity to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the Charity is relying on its legitimate interests as the legal ground for processing; and
- ask the Charity to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Charity's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact the Charity's Company Secretary, Joanne Mornin ([joanne.mornin@ycr.org.uk](mailto:joanne.mornin@ycr.org.uk))

You can make a subject access request by contacting the Company Secretary.

If you believe that the Charity has not complied with your data protection rights, you can complain to the Information Commissioner.

### **What if you do not provide personal data?**

You are under no statutory or contractual obligation to provide data to the Charity during the recruitment process. However, if you do not provide the information, the Charity may not be able to process your application properly or at all.

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