






Senior Stewardship Manager

 **Location:** Remote

 **Salary:** £45,000 - £50,000

 **Reporting to:** Head of Fundraising, Marketing & Innovation

 **Contract:** Full time, Permanent

 **Hours:** Core hours Monday to Friday, 9am to 5pm. Some evening and weekend will be required depending on operational needs of the business and taken back as time off in lieu. The expectation is that this will be a minimum of one weekend day a month.

Background

Social Mind are experts at using social fundraising to drive income and engagement. From product innovation, journey design and campaign builds to virtual event management, we support charities in delivering successful campaigns at scale.

Our fundraising platform, Social Sync, aims to revolutionise the sector with integrated social fundraising campaigns and behavioural, omni-channel supporter journeys. We empower charities to raise more money through integrated Facebook and white label fundraising pages, build stronger relationships with sophisticated, personal journeys and we unlock supporter potential with meaningful insights.

The Role

As the Senior Stewardship Manager at Social Mind you will be accountable for the overall delivery of our stewardship and community management services.

You will lead the strategic development of this service area helping to elevate our stewardship practices, ensuring they are closely aligned with the objectives of our charity partners and the evolving needs of their supporters.

You will lead and mentor our Stewardship Manager and their team, guiding them all in delivering exceptional supporter journeys and community management initiatives.

Your leadership will ensure that our stewardship approach is proactive, data-driven, and continuously optimised to enhance campaign performance and supporter satisfaction.

Key Responsibilities

Campaign Delivery

- **Strategic Stewardship Planning:** Working collaboratively with the management team you will develop and implement a forward-looking stewardship strategy that aligns with our key objectives and the fundraising goals of our charity partners.
- **Campaign Leadership:** Work with the Campaign Manager to own the delivery and direction of stewardship in live fundraising campaigns, ensuring they meet or exceed income targets while delivering outstanding supporter experiences.
- **Brand Protection:** Ensure all stewardship activities are executed to the highest standards, safeguarding the brand and reputations of our business and our charity partners in every interaction.
- **Performance Optimisation:** Drive continuous improvement in fundraising outcomes by leveraging data insights, supporter feedback, and industry trends to inform stewardship and community management activities.

Supporter Experience

- **Service Excellence:** Establish and maintain high standards of customer service across all stewardship and community management activities, ensuring that all interactions reflect the values, goals and tone of our charity partners and meet agreed SLAs. You will also act as a subject matter expert on client calls working closely with our Customer Success team.
- **Supporter Satisfaction:** Monitor and analyse supporter feedback, responding swiftly to issues and opportunities to enhance the supporter experience.

- **Safeguarding and Compliance:** Ensure all stewardship and campaign delivery activities adhere to safeguarding protocols, data protection laws, and industry best practices, maintaining the highest standards of compliance and ethical conduct.
- **Innovation in Stewardship:** Identify opportunities for innovation within stewardship and community management, proposing new approaches to enhance campaign effectiveness and supporter engagement.

People Management and Team Building

- **Leadership and Vision:** Provide strategic leadership to the stewardship team, setting clear objectives, inspiring innovation, and driving accountability.
- **Recruitment and Resource Management:** Lead the recruitment and talent acquisition process to attract, select, and onboard top talent, ensuring the team is equipped with the skills and expertise needed to achieve strategic goals and that all campaigns are supported by a fully resourced team.
- **Coaching and Development:** Implement tactical coaching and mentoring that enable team members to develop within their roles and achieve their full potential.
- **Performance Management:** Oversee performance management for the stewardship team, ensuring that objectives and key results (OKRs) are aligned with both individual career development and organisational goals.

What You Will Do

- **Shape and Lead:** Define the strategic direction for stewardship and community management, strengthening Social Mind as a leader in delivering exceptional supporter experiences and high-impact fundraising campaigns.
- **Drive Innovation:** Lead the development of innovative stewardship initiatives that enhance the supporter experience and improve fundraising outcomes.
- **Mentor and Grow:** Build and develop a world-class stewardship team, providing the leadership and support they need to excel in their roles and deliver outstanding results.

- **Deliver Excellence:** Ensure that all stewardship activities meet or exceed the expectations of our charity partners, delivering value, protecting their brand, and driving long-term supporter loyalty.

Skills and Knowledge

- **Strategic Leadership:** Proven experience in leading and executing strategic initiatives ideally within a fundraising or nonprofit environment.
- **Fundraising Expertise:** Deep understanding of fundraising principles, supporter engagement strategies, and the nonprofit sector.
- **Customer Service Excellence:** A strong track record of delivering exceptional customer service and managing stakeholder relationships at a senior level.
- **Team Development:** Demonstrated ability to build, lead, and develop high-performing teams, with a focus on coaching, mentoring, and professional growth.
- **Data-Driven Decision Making:** Expertise in using data and analytics to drive decision-making and optimise campaign performance.
- **Compliance Knowledge:** Strong working knowledge of Charity Law, Data Protection Law, The Fundraising Code of Practice, and other relevant standards across the UK.

Benefits

- 33 days of paid holiday (pro-rata) inclusive of Statutory Bank Holidays.
- Flexible working based on team hours.
- Enhanced maternity & paternity pay.
- Pension contributions.