

Job Description



Job title:	Stewardship Manager
Department:	Brand, Marketing and Fundraising
Reporting to:	Stewardship and Engagement Lead
Salary:	£47,991
Hours:	35 hours per week
Location:	London, hybrid
Contract type:	Permanent

Purpose

To manage the delivery of high quality stewardship and donor engagement activity for high value supporters, predominantly philanthropists, corporate partners and trusts, ensuring donors receive timely, meaningful and supporter centred communications and experiences that build confidence, trust and long term support for Crisis.

The Stewardship Manager will oversee stewardship delivery staff and lead the planning and coordination of stewardship activity, engagement moments and reporting, working closely with frontline fundraisers, the Special Events Manager, and colleagues across Philanthropy & Development, Finance and Services.

Aim of the role

- Manage the planning and delivery of Crisis' high-value stewardship and engagement programme, including reporting, communications, events and donor recognition.
- Manage and develop the stewardship team, driving excellent supporter experiences, strong operational performance and continuous improvement.
- Collaborative across the two high value teams, Philanthropy and Development and Partnerships and Community and wider brand, marketing and fundraising, services, finance and communications teams to ensure supporters receive impactful, consistent and compliant stewardship.

Role responsibilities

Stewardship delivery and engagement

- Lead the planning and delivery of a coordinated stewardship and engagement calendar for high value supporters, including reporting, updates, briefings, newsletters, events and tailored communications.

- Ensure stewardship activity supports donor retention, renewal and deepening engagement, aligned with fundraising and donor strategies.
- Oversee the delivery of high quality donor reports and updates, ensuring they are timely, accurate, donor appropriate and aligned with funding agreements and expectations.
- Work closely with the Propositions Development Manager to ensure stewardship communications and reporting align with agreed cases for support, impact frameworks and campaign narratives.
- Ensure stewardship communications (including high value newsletters and updates) are engaging, well-written and supporter centred, drawing on lived experience, services insight and impact data.

Impact and Audience insight

- Coordinate the collection of impact, outcomes and learning from Services, Finance and other colleagues to support donor reports, updates and engagement materials.
- Work closely with internal stakeholders to ensure impact and financial data is accurate, accessible and presented appropriately for high value supporters.
- Use insight from donor feedback, reporting performance and engagement activity to inform improvements to stewardship approaches.

Stewardship and cultivation events

- Work closely with the Special Events Manager to ensure stewardship and engagement plans are integrated into our flagship special events
- Support the stewardship framing of events, including guest journeys, briefings, follow up communications and post event stewardship, ensuring a consistent and high quality supporter experience.
- Ensure learning and insight from events is captured and shared to inform future stewardship, cultivation and engagement activity.
- Coordinate with the Special Events Manager to align donor communications, reporting and recognition linked to events participation.

Systems and processes

- Identify process efficiencies collaborate across teams to improve these as we adopt a new CRM, website and other technologies.
- Ensure stewardship and engagement activity is recorded accurately in the CRM (Dynamics), supporting effective tracking, reporting and coordination with high value fundraisers.

- Work closely with High Value fundraisers to ensure stewardship activity is aligned with cultivation and solicitation plans, and that donors experience clarity and continuity.
- Contribute to the development and improvement of stewardship processes, templates and ways of working to improve quality and efficiency.
- Ensure all stewardship activity complies with fundraising regulation, GDPR, data protection and internal policies.

Gift Processing and Donor Acknowledgement

- Set clear expectations and service standards for the timely processing, banking and acknowledgment of high value donations.
- Provide oversight and quality assurance for thanking and banking processes, ensuring they operate effectively, consistently and in line with Crisis' financial controls, gift acceptance policies and donor care standards.
- Ensure robust systems and workflows are in place so that all high-value gifts are promptly banked, accurately recorded, and appropriately reflected in the CRM and financial systems, without the Stewardship Manager being required to carry out day to day processing.
- Work with fundraisers, supporter care and agencies to ensure thanking approaches are appropriate, timely and proportionate, while delegating delivery to the stewardship delivery team.
- Monitor performance against agreed service standards for thanking and banking, addressing risks, bottlenecks or errors quickly through management action and process improvement, rather than direct operational delivery.

Leadership and line management responsibility

- Line management of the Stewardship Coordinator and High Value Administrator. Ensure that they have clear objectives and KPIs; hold regular feedback, 121s, and continuous conversations.
- Ensure the Stewardship Co-ordinator and High Value Administrator deliver timely, responsive and high-quality support to internal stakeholders across the high-value fundraising function.
- Work closely with the Compliance and finance teams to ensure all stewardship and engagement activity, is compliant and following relevant laws, codes, and best practice. Act as an internal champion across high value.

- Ensure strong collaboration across high-value teams, enabling matrix ways of working and clear ownership of shared responsibilities.
- Contribute to the ongoing development of Crisis' high-value strategy and team culture.
- Champion a learning approach, using data, feedback and evaluation to drive improvements across stewardship, engagement and fundraising.
- Be an active and engaged member of the Philanthropy and Development management team.
- Represent high value teams across specific project groups.

General responsibilities

- Pro-actively seek out opportunities to promote and support member involvement within Crisis.
- Develop and maintain an understanding of Crisis' work and the needs and circumstances of people facing homelessness.
- Comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work etc Act.
- Comply with all Crisis policies and procedures insofar as they relate to the provision of services, including Safeguarding and Equality, Diversity & Inclusion.
- Work collaboratively across departments to support Crisis' mission to end homelessness.
- Carry out any other duties reasonably associated with your role.

Other key details

- Crisis' current hybrid working policy requires staff to work from a Skylight or a Crisis Office for at least one day a week or two days per fortnight
- Evening and weekend work may be required for which TOIL in line with the policy will be given

Person Specification

Essential

- Experience delivering high quality stewardship and donor engagement activity in a fundraising or supporter facing environment, including reporting, updates and engagement communications.
- Practical experience of planning and managing delivery of multiple stewardship activities at pace (e.g. engagement calendars, donor reporting cycles, newsletters, events support), meeting deadlines and service standards.
- Experience working with impact, outcome or financial information and collaborating with colleagues to translate this into clear, appropriate reporting and communications for external audiences.
- Comfortable operationalising strategy, taking high level direction and turning it into workable plans, workflows and outputs.
- Experience of using CRM systems (e.g. Dynamics or similar) to support stewardship activity, record engagement, track outputs and maintain accurate supporter records.
- Line management or day to day supervision experience, with the ability to coordinate and support delivery staff, manage workloads and ensure consistent quality.
- Strong organisational skills, with the ability to prioritise, problem -solve and adapt in a busy, delivery focused role.
- Clear written communication skills, with experience producing donor -facing content such as reports, updates or newsletters that are accurate, engaging and audience -appropriate.
- Working knowledge of fundraising regulation, GDPR and data protection, with an understanding of why accuracy, timeliness and compliance matter for donor trust.
- Commitment to Crisis' mission to end homelessness, with a collaborative and reliable approach to working with colleagues across teams.

Desirable

- Experience planning and delivering direct postal appeals and reports to high value audiences.
- Experience planning and delivering high value email newsletters, project updates, event invitations through email marketing suites