



## JOB DESCRIPTION

Overview of Role	
<b>Job title</b>	Supporter Care Manager
<b>Reports to</b>	Head of Individual Giving
<b>Hours</b>	37.5
<b>Contract</b>	Permanent
<b>Location</b>	Leeds (with flexibility to work from home)
<b>Holiday</b>	27 days per year (for a full-time member of staff, pro-rata for part-time staff)
Leeds Hospitals Charity	
<p>Leeds Hospitals Charity is proud to support Leeds Teaching Hospitals NHS Trust. The Trust comprises seven hospitals and a dental institute, including Leeds General Infirmary, St James's University Hospital, Leeds Children's Hospital and Leeds Cancer Centre. At Leeds Hospitals Charity, we work with NHS staff to improve the experience of patients and families. We're passionate about healthcare and about making our hospitals amazing.</p>	
About the role	
<p>This is a new role that will lead and support the Supporter Care Assistants, and new Supporter Journey Officer role, to provide an excellent experience to donors, supporters and hospital staff.</p> <p>To help grow our income to be able to fund more projects across the hospitals we need our supporters to have an amazing experience with the Charity. This includes answering queries quickly and efficiently, thanking donors in a timely and personal way and showing supporters how their gifts make an impact to patients, families and NHS staff,</p> <p>Your role will work across fundraising to champion the importance of a donor centric approach, working with teams to understand their supporter experience needs and developing and training staff in key supporter experience principles, enabling us to</p>	

understand more about our supporters and their motivations to ultimately increase retention and lifetime value.

You will use your audience and data insight driven approach to identify moments that matter, implementing more 'wow moments' and working with teams to reduce any pain points to improve the supporter experience.

### Key Job specifics and responsibilities

- Manage the Supporter Care Officers, office volunteers and new Supporter Journey Officer role - providing mentoring and training and completing performance and development reviews.
- Deliver excellent supporter care to our supporters and Leeds Teaching Hospital NHS staff.
- Oversee all communications via phone, email inboxes, in person and via post and review how these are managed so that we are giving supporters the best possible experience.
- Support the Supporter Care Team with processes such as donation processes, gift aid documenting and thanking, being prepared to step in and assist the team during busy periods.
- Lead on the 'thanking review' across fundraising and introduce a framework/strategy to be used across Income Generation to ensure a consistent and high level of thanking, looking at ideas such 'dynamic thanking' and 'thank-a-thons' to nurture strong and lasting support from our donors.
- Work with the Supporter Journey Officer to ensure that the best donor experience and journey is in place across all income lines.
- Research options for measuring supporter satisfaction such as NPS, CSAT, surveys, mystery shopping, complaint handling and other retention metrics.
- Work closely with the Database & Insight Manager to identify and implement process improvements and where possible system automations.
- Develop a supporter centric approach to planning effective multi-channel, multi-product supporter journeys to grow loyalty, engagement, and income.
- Ensure that individual processes are mapped out and that clear instructions and training are in place to mentor and support the Supporter Care team.
- Provide timely and accurate reporting to the Head of Individual Giving and Director of Fundraising.
- Work with the Supporter Journeys officer to ensure all supporter journeys are mapped, regularly reviewed and insights provided to teams.
- Work with the Data and Insight team to provide support before, during and after campaigns and events.
- Collaborate with the wider Fundraising management team to provide advice and support in the implementation of new fundraising campaigns and events.
- Identify new ways that the team can provide support to donors, such as providing support and advice to community fundraisers who don't require more bespoke support from a fundraiser.
- Management of the mailing calendar to ensure we don't have clashes and that all teams are aware of planned communications to supporters.
- Work as part of the wider Fundraising team providing support and participating in other duties where required.

## Other

### **Confidentiality and Data Protection Act**

All employees of the Charity must not, without prior permission, disclose any information regarding patients or staff. In instances where it is known that a member of staff has communicated information to unauthorised persons, those staff will be liable to dismissal. Moreover, the Data Protection Act 1998 also renders an individual liable for prosecution in the event of unauthorised disclosure of information.

### **Health & Safety**

All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and policies on health and safety

### **Service Excellence**

All staff are required to support the Charity's commitment to developing and delivering excellent customer-focused service by treating patients, their families, friends, carers and staff with professionalism, respect and dignity.

### **Equality Diversity & Inclusion**

No job applicant or employee is discriminated against either directly or indirectly. The Charity commits itself to promote equal opportunities and will keep under review its policies, procedures and practices to ensure that all users and provides of its services are treated according to their needs

### **Disclosure & Barring Service**

If you are offered a position, you may be required to undertake a DBS. The Charity may administer the DBS check on your behalf or you may be asked to undertake it yourself and report the result. The Charity will cover the cost. You may also be required to participate in the DBS Update Service. This is a condition of your employment.

### **Review of Job Description**

This job description and person specification are an outline of the tasks, responsibility and outcomes required of the role. The job holder will carry out any other duties that may reasonably be required by their line manager and amended in the light of the changing needs of the organisation, in which case it will be reviewed in conjunction with the post holder.

### **Terms & Conditions**

As this post is based on NHS hospital premises, this post is exempt from the Rehabilitation of Offenders Act 1974, meaning that any criminal conviction must be made known at the time of application and interview. The NHS Employment Checks Standard will apply to all applicants.

## Charity Activity

Charitable Activities 20% Raising Funds 80%



## PERSON SPECIFICATION

	Criteria	Measured by:
<b>Knowledge &amp; Experience</b>		
<b>Essential</b>	<ul style="list-style-type: none"> <li>• Relevant experience working on supporter or customer experience projects to increase retention and income.</li> <li>• Experience of using a CRM database - donor record management and an expert understanding in the input and recording of all donor data – particularly consent and gift aid information.</li> <li>• Experience of managing a team to deliver excellent supporter or customer care.</li> <li>• Good knowledge of GDPR and other data protection regulations governing interactions with donors and the recording and use of information.</li> <li>• Strong organisation and evaluation skills and ability to prioritise workflow and resources.</li> <li>• Experience working with data and insight teams to deliver journey and product portfolio analysis.</li> <li>• Experience supporting teams to continuously improve and optimise supporter journeys.</li> <li>• Experience of implementing and measuring key KPIs and other customer satisfaction models.</li> </ul>	CV/Application form & Interview
<b>Skills and Attributes</b>		
<b>Essential</b>	<ul style="list-style-type: none"> <li>• Desire to exceed expectations and deliver the best supporter experience and journey.</li> <li>• Excellent communication skills</li> </ul>	CV/Application form & Interview

	<ul style="list-style-type: none"> <li>• Ability to interpret data and insight and identify areas for improvement.</li> <li>• Strong Microsoft Office, Systems and Digital literacy.</li> </ul>	
<b>Other</b>		
<b>Essential</b>	<ul style="list-style-type: none"> <li>• An understanding of and able to demonstrate the Leeds Hospitals Charity values.</li> </ul>	CV/Application form/Certificates