



1. Job Title	Supporter Development Manager	2. Job Description Date	20 th August 2020
3. Department/Team	Public Engagement	4. Grade of Job	TBC [HR to complete]
5. Job Family	TBC [HR to complete]	6. Notice Period	1 month
7. Context			
<p>The RHC is a historic institution providing sheltered accommodation (Long Wards) and full nursing care where necessary (the Margaret Thatcher Infirmary) for some 300 retired soldiers, known as In Pensioners. It ensures Army veterans are provided with the support and comradeship they need in recognition of their service to the Nation and safeguards their historic home for the veterans of tomorrow.</p> <p>All roles within the Royal Hospital Chelsea (RHC) have an integral part to play in contributing to the achievement of the Hospital's Strategy and Vision.</p>			
8. Role Purpose:			
<p>To deliver on agreed personal fundraising and donor growth targets through managing fundraising initiatives including donor recruitment, donor retention, upgrades, legacy marketing, direct mailings and special events.</p>			
9. Principal Accountabilities: 8-10 outcomes			
<ul style="list-style-type: none"> • To support a portfolio of business and individual supporters across a number of fundraising disciplines to deliver on objectives and secure income • To secure new income by growing existing relationships, targeted introductions, responding to enquiries and launching innovative new income generating products and initiatives. • To develop and manage Appeals to both cold and warm audiences that deliver on agreed objectives including direct mail and e-campaigns • To develop and deliver an engaging donor and membership retention programme that builds loyalty and grows average gift values • To develop and deliver a targeted programme of supporter events that contribute to the objectives of the Fundraising department and the wider Organisation. • To create proposals that respond to target audience needs and secure income • To track and manage the ROI on activities ensuring they deliver to plan. Adapting plans as necessary • To research and test new products and new markets to grow income • • To develop and produce fundraising communications material in support of the fundraising strategy 			



- Legacy Marketing and Management oversight – including recruitment, recording and retention planning
- To ensure all Fundraising communications are compliant with the IOF code of practice and meet Data protection and GDPR regulations
-

10. Leadership expectations

Accept responsibility for delivery of programmes and activities from start to finish and evaluating results and making future recommendations.

Develop new income generating initiatives and take responsibility for driving results

11. Skills Knowledge and Experience

Essential Skills

- knowledge of fundraising and its range of income streams
- Managing and developing different customer retention programmes targeted to audience
- Developing and managing cold recruitment initiatives
- Computer literate with experience of the Microsoft Office suite
- Both self-motivated and a team player, willing to work out of hours when needed to support the team
- Highly organised and able to use own initiative to work effectively on multiple projects
- Results focused and can clearly demonstrate an understanding of the sales process from enquiry to successful sale.
- Excellent oral and written communication

Desirable Skills

- Ability to work with a wide range of people
 - Carry out presentations and manage meetings
 - Ability to work calmly under pressure
 - Excellent people skills and the ability to forge strong working relationships, including with charity beneficiaries, staff and stakeholders
- Managing relationships

Knowledge and Experience

- Working within a charity or not-for-profit environment, with demonstrable experience in growing income across a range of disciplines
- Working to income targets in a Sales and/or fundraising environment
- Maximising use of a fundraising CRM system to achieve objectives, (we currently use ThankQ)



12. Agreement: I have reviewed this Job Description and confirm it accurately reflects the role.

Line Manager.....

Date

Employee.....

Date

Competences

- Sector awareness – stays up to date with sector trends and what competitors are doing
- Responsibility – comfortable making day to day decisions and taking ownership of work
- Teamwork – works well in a team and contributes effectively towards common goals
- Communication – conveys information in a confident, professional way that is easy for others to understand
- Results orientated – achieve goals and see projects through to completion
- Problem solving – calm under pressure and able to identify the most relevant solution

Qualifications:

Educated to GCSE level or demonstrate work experience

Note: All RHC employees are expected to be flexible in undertaking the duties and responsibilities for their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.