



Everyone deserves
a safe place to
call home.

Company Limited by Guarantee number 1741926
Charity Number 287779
Registered in England as Single Homeless Project



Single
Homeless
Project

Job title:	Supporter Engagement Officer
Delegated Authority:	Level 7
Team:	Fundraising
Responsible to:	Supporter Engagement Lead
Responsible for:	Individual donors, Volunteers

Job purpose



The post holder will work to build and grow relationships with our fantastic supporters throughout their journey with Single Homeless Project. Advancing strong relationships with our supporters will allow the post holder to support the management and delivery of an exciting portfolio of fundraising events.

You will work to support the successful implementation and delivery of supporter journeys to increase conversion, income, gift values and retention rates. Therefore engaging with our fundraisers, volunteers and donors in an approach that is insight led, systematic and scalable.

It is essential for the post holder to ensure that supporters have an incredible experience by developing communication and engagement plans. This ensures the fundraising team can support the strategic development and delivery of the regular in-year appeals.

The post holder will contribute towards the delivery of the charity's strategic, operational, and departmental plans. Additionally to contribute towards achieving the targets and outcomes of SHP's Fundraising Strategy and annual fundraising plans.

Key accountabilities

Supporter Engagement

- Contribute to the achievement of the Fundraising Team's target to raise core unrestricted funding through building, growing and maintaining relationships with supporters of Single Homeless Project.
- Develop new ways of communicating with our supporters, using up-to-date digital and/or innovative approaches, and work to implement this process with strong strategic direction.
- Proficiently use, or be open to learning, a range of digital tools - such as Mailchimp, Wordpress, Meta Advertising and PPC - to engage and retain supporters.
- To support the delivery of new and existing appeals, such as our Christmas campaign.
- Identify common themes amongst our existing supporter base to scope opportunities to target and convert new audiences.
- Support the successful implementation and delivery of supporter journeys to increase conversion, income, gift values and retention rates.
- Support the management of challenge and digital events and fundraising initiatives. This includes recruiting participants, managing the challenge events website, registering participants, and delivering the email communication strategy.
- Build journeys across different types of supporters to lead them to converting and engaging in new ways - for example, a challenge participant becoming a regular give.
- To ensure all gifts are acknowledged in a timely fashion through helping manage a seamless supporter journey.
- Support the management of the fundraising CRM and ensure all data is up to date and GDPR compliant.

Cross-organisational working

- To build and maintain close links with other departments of SHP to identify funding needs/opportunities.
- To provide support to local services in their work to obtain more local funding and liaise with them and member of the fundraising team to ensure efficient coordination across the wider organisation.

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- Build strong inter-department relationships with the Communications team to develop journeys, copy and assets aimed at donors and prospective donors, across owned, earned and paid channel.
 - Work with other departments within SHP such as our services, employment, and recovery programmes to understand different developments and funding priorities within these teams.
 - To assist the wider fundraising team with other fundraising and volunteering initiatives when required.
 - Manages relationships and partnerships for the long term – sharing insights, building trust, constructively and openly tackling conflict in order to agree solutions.

Other

- Achieve the annual targets agreed for all areas of work.
- Develop and maintain good working relationships and liaison with other members of SHP staff.
- Be a constructive member of the team and work cooperatively with other staff members.
- Take part and contribute to team meetings.
- Actively participate in the staff appraisal scheme and be committed to training and development in line with the Charity's aims and objectives.
- Manage and liaise with volunteers, clients, and other stakeholders as necessary.
- Promote the Charity's work, assisting with presentations and in fundraising and awareness events as appropriate.
- To provide feedback reports to your line manager on an agreed upon basis regarding areas of work and it's development.
- Takes the time to be curious, gets to know others and their perspective, formally and informally.

Technical and professional know-how needed for position

When completing your application, you will be required to address (using examples) some of the points below

Experience and Knowledge

- Understanding of and enthusiasm for SHP's delivery approach and mission and values.
- Basic knowledge of a range of digital tools – the main ones we use daily are Mailchimp, Wordpress, Meta Advertising, and PPC.
- Experience of using a CRM would be beneficial.
- Understanding of donors and the motives for individuals to donate to charitable causes.
- An understanding of challenge and sporting events is desirable.

Skills and Abilities

- Strong IT/digital skills.
- Highly numerate and attentive to detail.
- Entrepreneurial, results-driven and able to work on own initiative and also as part of a team, meeting deadlines under pressure.
- Strong analytical skills and the ability to think strategically.