

Supporter Engagement Officer

Application Information

September 2024



Welcome

Hello prospective candidate! We're really pleased that you are interested in working with us here at The Lullaby Trust. Let us tell you more about who we are and what you could be part of.

It is a key time to be joining the charity as we continue to save babies' lives and support bereaved families. The charity has been hugely successful, but the work is far from done. The impact of the sudden death of a baby is wide and never goes away, as we know from the families that we support. This drives all our work, across each department. We are a close and friendly staff team who all share in the charity's objectives.

The Supporter Engagement Officer is an integral role in the Income & Engagement team, developing our individual giving income streams and ensuring that our supporters feel valued and understand the amazing impact they have.

This is a great role for someone who is equally as comfortable analysing details in data as they are coming up with creative ways to engage our audiences. You'll have a proven ability to grow income from individual donors while having the supporter's needs at the heart of every interaction. Strong verbal and written communication skills will be key, as will your compassion for our bereaved beneficiaries and supporters.

Jenny Ward
Chief Executive





About us

The Lullaby Trust is a charity that saves babies' lives and supports bereaved families. Around 3 babies a week still die from sudden infant death syndrome (SIDS) and we are committed to bringing that number down to zero.

Through educating parents on how they can reduce the risk of SIDS and investing over £12 million in research, we have played a key role in reducing the number of babies who die from SIDS by over 80%, saving the lives of more than 30,000 babies.

Each year we train thousands of health professionals to support parents in sleeping their baby safely. We campaign tirelessly to raise awareness of SIDS and ensure our life saving advice reaches all parents.

The Lullaby Trust supports bereaved families, through our helpline and befriending scheme. Our work with the NHS to provide a Care of Next Infant Programme (CONI) offers a lifeline to bereaved families expecting a new baby.

At The Lullaby Trust, we provide an incredibly supportive working environment that embraces hybrid working, flexible hours, and individually tailored schedules. This empowers you to plan your work life according to your personal preferences and commitments, ensuring a fulfilling and balanced professional experience. If this interests you, we would love to hear from you!

Our Values

Caring

We care about all the people we support and always show compassion, warmth and understanding.

Reassuring

We are supportive, clear, informative and non-judgemental

Trustworthy

We have expert knowledge based on scientific evidence, data and experience

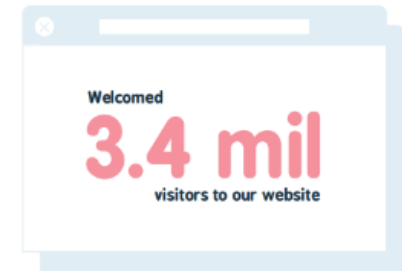
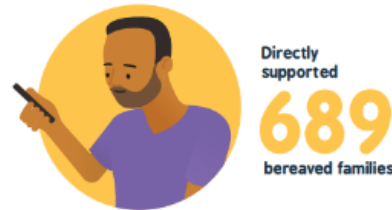
Driven

We won't stop until no baby dies suddenly and unexpectedly



Our Impact 2022-23

OUR YEAR in numbers



309

professionals contacted us for support on behalf of a family they are working with



The Role

Post	Supporter Engagement Officer
Location	Hybrid (London office approx once per week) or Remote
Department	Income and Engagement
Salary	Up to £34,000 per year, pro rata, DOE (hybrid) Up to £30,000 per year, pro rata, DOE (remote)
Hours	Part-time (21 hours per week), flexible
Responsible to	Supporter Engagement Manager

The main function of this role will be:

1. To manage the development of individual giving income streams, including legacy giving, regular giving, one-off gifts, in memory giving and new products
2. To co-ordinate key engagement activity, such as the annual supporter Thankathon and Impact Report
3. To oversee administration and stewardship of individual giving income
4. To manage the promotion, sale and distribution of Lullaby Trust merchandise



Job Description

1. To manage the development of individual giving income streams, including legacy giving, regular giving, one-off gifts and new products

- Collaborate with the Supporter Engagement Manager to develop and implement strategies for individual giving streams in line with the overall Engagement strategy and team goals
- Project manage direct marketing campaigns, both online and offline, maximising income through acquisition and stewardship communications to secure one-off and regular gifts.
- Update and maintain supporter resources and marketing materials with inspiring and engaging copy and design
- Support on creating, delivering and maintaining supporter journeys to retain and upgrade donors
- Regularly analyse and evaluate supporter engagement activity and apply learning to future projects

2. To co-ordinate key engagement activity, such as the annual Thankathon and Impact Report

- Work with colleagues across the charity to create the annual impact report
- Plan and coordinate the delivery of individual stewardship campaigns and their associated communications, such as the Thankathon.

3. To oversee the administration and stewardship of supporter development income

- Regularly review processes, update guides and liaise with the Engagement Assistant to ensure these are being carried out accurately and efficiently

- Oversee the coordination of public collections and support the Engagement Assistant in implementing these

4. To manage the promotion, sale and distribution of Lullaby Trust merchandise

- Co-ordinate promotion of merchandise, including Christmas cards
- Project manage e-commerce and the range of products on sale

5. To work with other members of the fundraising team to support the overall fundraising target

- Work closely with the Supporter Engagement Manager and Head of Income & Engagement to monitor income and expenditure, assist with budgeting and re-forecasting and use database analysis to inform and improve the individual giving programme.
- Keep up to date with sector trends and share news and ideas with the fundraising team where appropriate
- Work closely with the wider organisation to enhance our digital fundraising capabilities

Priorities for the year and key tasks are reviewed regularly. They are subject to updates in line with decisions made at The Lullaby Trust's strategic reviews, and funding requirements.

Person Specification

Qualifications / education required:

- Commensurate experience in an applicable role

Competencies required:

Essential:

- Experience of working in a fundraising environment
- Good working knowledge of Word, Excel and Outlook
- Excellent relationship builder both on phone and in person
- Able to effectively communicate with donors across different media
- Able to analyse data and draw insight to inform future work
- Diplomacy
- Ability to plan and prioritise own workload and work to deadlines
- Ability to form and maintain sound relationships and to work within a team
- Sensitivity when dealing with bereaved supporters and beneficiaries (training will be provided)
- Ability to represent The Lullaby Trust at events and functions

Desirable:

- Experience of working to financial targets
- Experience of digital fundraising
- Good working knowledge of Raiser's Edge/ other CRM

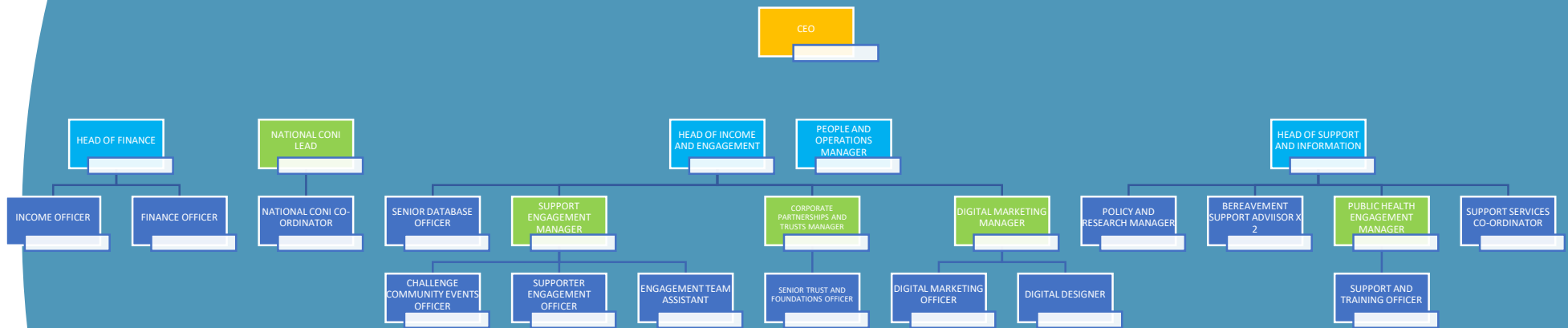
Personal characteristics required:

- Self-motivator, takes initiative and is resourceful
- Target driven and determined
- Friendly and professional
- Commitment to the organisation's strategic goal and providing the highest level of supporter care



Supporter Engagement Officer

Organisational Structure



Key Benefits

- 25 days annual leave plus 8 days paid public holidays every year (pro rata for part time staff)
- Additional leave between Christmas and New Year when the office closes
- Flexible and remote working is available to all staff
- Enhanced company Maternity and Parental Leave
- Any member of Staff affected by loss of a close family member will be granted compassionate leave paid at their normal salary
- Ability to buy up to 5 extra days of holiday
- A company pension scheme with matched contributions of up to 5% after 3 months
- A healthcare cash plan free of charge to all staff, enabling staff to claim 100% of the costs of everyday healthcare up to annual limits
- 24/7 Employee Assistance Programme offers free, confidential and impartial support, information, and counselling service to staff on legal, financial, debt management and emotional issues
- Long-service leave entitlement after 3 years of service
- Up to 1-year unpaid sabbatical leave after 5 years of service
- Free travel loan to work after successful probation
- Free eye-care vouchers after successful probation
- Free will writing service





To Apply

Please [click here](#) to apply.

The deadline for applying is 6th October at 23:30.

Early applications are encouraged as we will review applications throughout the advertising period, and reserve the right to close the advert early should we receive a sufficient number of applications. Interviews may be held during the advertising period or shortly after the close date.

Please note interviews will be held over Microsoft Teams.

If you have any questions, or would like to discuss your application, please email Jenny Street on JennyS@lullabytrust.org.uk.