



Job Description

Job title	Supporter Experience Officer
Reporting to	Head of Supporter Development
Staff responsibility	None
Key Relationships	
Location	Swindon (with some flexibility to work from home)

What we do

Around the world, we're translating, producing and distributing the Bible, helping people learn to read it and relate it to their everyday life, and equipping pastors, teachers and other Bible communicators to promote its message. In England and Wales, we're resourcing churches and individual believers to increase their confidence in the Bible and working to change the perception of the Bible in wider culture. We believe the Bible is God's gift to the world, and we want everyone to discover its message for them.

Summary of role

The Supporter Experience Officer is responsible for giving supporters a fulfilling and enjoyable relationship with Bible Society. They deepen supporter relationships and strengthen sources of income by working strategically across the whole supporter journey.

Main responsibilities

- Oversee programmes of regular giving (e.g. Bible a Month, Rooted), ensuring high supporter engagement and growth of income
- Incorporate positive 'wow' moments into the supporter journey that convey authentic gratitude and build deep affinity with supporters
- Ensure a dynamic two-way engagement with supporters, including opportunities for feedback and surveys
- Manage and deliver a quality supporter thanking process, including reviewing and maintaining thank you letter copy and processes, in liaison with the Supporter Services department
- Create and develop effective welcome strategies for new supporters across different channels
- Working closely with others, monitor supporter engagement, ensuring appropriate frequency and content
- Implement effective processes to ensure supporters are developing in their giving relationship with Bible Society, e.g. through upgrading giving amounts

- Implement effective processes to ensure supporters are developing in their wider missional relationship with Bible Society, e.g. through church partnerships, volunteering, Bible resources, working in collaboration with the appropriate teams
- Manage and develop effective strategies for reducing the number of lapsing donors, including strategies for engaging with nearly-lapsed and lapsed donors
- Report on supporter attrition and satisfaction overall, and, when appropriate, on specific campaigns and programmes in liaison with relevant team members
- Maintain a comprehensive knowledge base of supporters and their demographics
- Seek to develop ways to improve the supporter experience, building on supporter feedback and personal knowledge
- Work collaboratively with other team members and across the organisation to deliver campaigns and programmes with a great supporter experience and integrate them into a holistic supporter journey

General

- Adhere to our policies and standards in all areas of your work
- Carry out ad hoc duties that may be required to ensure we maintain our effectiveness
- Participate fully in the corporate life of Bible Society, by attending All Staff Meetings and departmental meetings as required

Who we need

Knowledge

- Proven knowledge and experience in a fundraising or marketing related business or charity environment
- A deep understanding of retention fundraising and supporter engagement principles
- A demonstrable understanding of what drives and motivates Christian supporters
- An intimate knowledge of and empathy with churches and their members in England and Wales

Experience

- Proven experience of generating or commissioning engaging creative content
- Proven experience of analysing and reporting on campaigns and datasets in a way that identifies clear conclusions and learning points
- Proven experience of co-ordinating fundraising campaigns across multiple channels, including print and online (desirable)
- Proven experience of implementing supporter journeys that drive engagement, income and a positive supporter experience (desirable)

Skills

- A proven ability to use fundraising/marketing tactics that inspire action and engagement
- Ability to manage multiple projects, ensuring the relevant people are involved at each stage and that deadlines are met

- Excellent written and verbal communication skills
- Competent with Microsoft Office skills (Word, Excel, Outlook)
- Ability to identify fundraising opportunities that generate the required ROI (desirable)

Personal attributes

- Strategic thinker with an ability to see how work links into the bigger picture
- Well-organised, focused and able to prioritise under pressure
- Self-motivated and able to generate considerable output
- Team player with excellent relationship-building skills and comfortable working with others in overcoming obstacles to achieve results
- Creative, with the ability to generate or commission engaging content

Culture and character

Culture

We're committed to building on our unique culture, which is based on our Christian faith and seeks to bring out the best in our people.

We want to build a culture that demonstrates our values:

Prayerful – we're honest, attentive and humble, because we work in the sight of God

Imaginative – we're experimental, creative and dynamic, because we're made in the Creator's image

Bold – we're willing to work hard and face hard questions, because we trust each other

Skilful – we study, learn and practise, making the effort to serve others with our best

Joyful – we enjoy our work and seek to build others up, because we're designed to flourish together

Character

As well as recruiting for talent, experience and expertise, we're interested in the character of our staff. We'd like to know how you demonstrate the following:

Character for leadership – you'll be self-aware and know what it takes to connect well with others, enabling you to inspire, challenge and support them.

Character for teamwork – you'll have strong interpersonal skills, loyalty to and respect for colleagues, and a collaborative style of solving problems through a shared sense of common mission and purpose.

Character for followership – you'll be committed to our vision and mission, and will constructively and proactively support these so we operate effectively.

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