



## JOB DESCRIPTION

Overview of Role	
<b>Job title</b>	Supporter Journey Officer
<b>Reports to</b>	Supporter Care Manager
<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>The Supporter Journey Officer is a new role that will sit in the Supporter Care Team. You will ensure that we have great journeys in place across fundraising so that we can provide an outstanding experience to donors, enabling us to build long term relationships that help to increase the lifetime value and retention of supporters.</p> <p>Your role will involve working with teams across fundraising to analyse current journeys and stewardship, as well as supporting teams to implement new journeys and improve how we interpret and use data insight to communicate with donors.</p>	

## Key Job specifics and responsibilities

- Work with the Supporter Care Manager to develop and implement a supporter journey/experience strategy and annual plans.
- Support fundraising teams, and the wider supporter care and database teams, to map new supporter journeys and review existing journeys to grow loyalty and provide a great supporter experience.
- Help to lead workshops and training sessions to embed a supporter-centric approach across fundraising.
- You will support all teams on the development and ongoing review of journeys (welcome and stewardship/retention), with a particular focus on lottery players and regular givers.
- Support development and implementation of key KPIs and ways that we can effectively measure supporter satisfaction.
- Lead on the supporter survey, alongside the Supporter Care Manager, and work with teams to develop plans following insight gathered.
- Review communications against supporter journey maps to ensure the supporters needs are met.
- Regularly report to teams on key metrics and how we can use findings make improvements to the overall supporter experience to increase retention.
- Work with team members to support on end of campaign reports to highlight key insights and learnings.
- Keep up to date with sector trends, techniques and best practice to ensure continuous improvements to provide the best possible supporter experience.
- Provide additional resource to the Supporter Care Assistants (answering phone calls, responding to emails, donation processing and thanking) during busy times during the year.

## 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>• Experience leading complex cross channel journeys or communication plans from start to finish.</li> <li>• Experience of facilitating or supporting on user research activities including focus groups, surveys, and testing.</li> <li>• Experience in reporting, evaluating, and testing.</li> <li>• Experience of delivering excellent supporter care or customer care in a charitable or commercial setting.</li> <li>• Experience of using a CRM database - donor record management and insight/reporting.</li> <li>• An understanding of GDPR and other data protection regulations governing interactions with donors and the recording and use of information.</li> <li>• Experience of mapping and analysing multi-channel journeys.</li> <li>• Ability to analyse data and make recommendations that improve the supporter experience..</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>• Strong Microsoft Office, Systems and Digital literacy.</li> </ul>	CV/Application form & Interview
<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