



Job description

Job title:	Supporter Care Officer
Reporting to:	Fundraising Manager
Salary	£25,000 - £29,000 per year pro rata DOE
Hours:	FT 37.5 hours per week (will consider 0.8 FTE for the right candidate) Monday to Friday, with occasional weekend or evening events
Terms:	Permanent Contract, 25 days Holiday (exc. Bank Holidays) pro rata, 5% pension contribution.
Place of work:	Our central office (Bristol) with some hybrid working optional and occasional visits to our Plymouth and Bristol warehouses

About FareShare South West

FareShare South West is the region's largest food and environment charity. We take good-to-eat surplus food that would otherwise go to waste, and share it with over 400 charities, schools and community hubs across the south west, joining the dots between food waste and hunger and transforming an environmental problem into social good.

Purpose of role

FareShare South West's (FSSW) fundraising strategy and income streams have developed and diversified rapidly in line with major growth since 2017. Individual giving (IG) became a new major fundraising stream for us during the pandemic and is essential for ongoing sustainability as we expand and launch new programmes and operations to fight hunger and food waste.

The Supporter Care Officer (SCO) is responsible for all donor support processes, systems, strategies and individual giving fundraising appeals, which ensure we have excellent relationships with our donors to retain and grow our IG income. Powerful narratives, storytelling and engagement with donors is crucial to ensure that our funding need and impact is shared with supporters.

The SCO will work with the Fundraising Manager (FM) and Chief Fundraising and Communications Officer (CFCO) to grow our major donor, regular giving, appeal and legacy income alongside sustaining our irregular giving and Gift Aid income. The SCO will work with the Fundraising Assistant to thank supporters, record donations and support individuals with their own fundraising events.

The pay scale for this role reflects that we're open to applications from experienced Supporter Care and Individual Giving fundraisers, and also those looking to move into the sector who have transferable skills.

Duties & Responsibilities

Strategy/team

- Work with the wider fundraising team on income analysis and development of annual goals (KPIs) and the multi-year fundraising strategy
- Lead on the development of IG and our community fundraising strategy
- Management of the fundraising database to allow for accurate analysis and to better inform strategy/team decision-making
- Work with the FM and CFCO to identify donors for development of the major donor programme and associated stewardship

Donor stewardship

- Provide outstanding stewardship of supporters and volunteer community fundraisers, developing tailored supporter journeys that increases the acquisition, retention, and development of supporters and fundraisers
- Be the first point of contact for individuals wishing to support FareShare South West financially
- Develop deep understanding of donor profiles and motivations and translate this knowledge into communications planning
- Working closely with the Communications Manager (CM) and Communications Officer (CO), create and deliver engaging and inspiring content, narratives, and multichannel supporter collateral across all comms channels, internal and external/digital
- Work with the CM and CO to develop donor and community fundraising stewardship materials, e.g. our Food Friends (regular givers) newsletter
- Work with the wider team to create innovative and creative ways of engaging supporters across FareShare South West in events, volunteering and campaigns

Donor recruitment

- Create and manage an annual calendar of IG campaigns e.g., to recruit new donors to increase giving amount or convert one-off donors to repeats
- Work with the wider team on cross-departmental campaigns and events, including corporate fundraising challenges and warehouse open days
- Lead on diversifying supporter types e.g., creating opportunities for volunteers to engage with fundraising, speaking at local church/community groups
- Segment donor types and delivery of targeted materials and narratives to ensure strategic/resource-efficient approach to recruitment

Community Fundraising and Events

- Engage with and steward community fundraisers, where necessary supporting with creation of their online fundraising pages. Steward the fundraisers as potential long-term supporters.

Donor data management

- Manage all data for individual constituents on fundraising database, keeping all records, permissions, and data preferences up to date
- Segment data using tags and lists to enable accurate analysis of campaigns
- Use the fundraising database to communicate recruitment, attrition and conversion rates for monthly trustee updates and campaign reports
- Ensure that the financial information held on fundraising database is accurate.
- Hold primary responsibility for Gift Aid claims

- Work with FM and CFCO to improve processes, including integration of fundraising and finance systems

Person Specification

Essential knowledge, skills and experience - evidence required:

- Experience in communications, marketing, fundraising, or relationship-building
- Understanding of fundraising principles, relationship marketing and supporter care
 - Excellent written and verbal communication and interpersonal skills
 - Experience of working with communications staff to support multi-channel fundraising campaigns
 - Ability to work on your own initiative
 - Well-organised and able to manage multiple projects simultaneously while meeting deadlines and targets
 - Good working knowledge of CRM databases and how to use them to steward supporters
 - Good knowledge of current data protection/GDPR regulation
 - Able to develop, initiate and maintain systems and procedures
 - IT literate with a working knowledge of Microsoft Office applications
 - A clear commitment to the ethos and strategic plans of FareShare South West, and able to positively contribute towards its achievement

Desirable knowledge, skills & experience:

- At least two years' experience working in fundraising, communications, or a similar role
- Project management experience
- Experience of public speaking, networking and presentations
- Media speaking experience