



Job description

Job title: Supporter Relationship Manager (SRM)

Reporting to: Head of Fundraising

Salary: £31,000- £34,000 per year pro rata (depending on experience)

Hours: FT 37.5 hours per week 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. Will include occasional travel to our warehouses in Bristol and Plymouth and other partners across the south west.

About FareShare South West

FareShare South West joins the dots between food waste and hunger, empowering communities to turn an environmental problem into lasting social good. We rescue tonnes of quality surplus food from the industry and share it with charities and schools to bring health, dignity, and routes out of poverty for people across the south west. Our supportive volunteering and employability programmes offer local people the opportunity to thrive.

By joining us, you'll be part of an inclusive, friendly team in a small but fast-growing charity that helps fight the injustice of who gets to afford a healthy diet. FareShare South West is an independent local charity, working in partnership with FareShare UK. By being part of the national FareShare network, we can help rescue more food. By being small and independent, we can remain close to our local partners and people and continuously adapt to meet the needs of local communities. The member charities we share food with transform lives, using food to connect people with other support and routes out of poverty, including children and families, people on low incomes, homeless people, refugees, domestic abuse survivors, people in recovery, older people, and many others.

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 Relationship Manager (SRM) is responsible for all individual 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 SRM will work with the Head of Fundraising (HOF) and Deputy CEO (DCEO) to grow our major donor, regular giving, appeal and legacy income alongside sustaining our irregular giving and Gift Aid income.

The SRM will line manage the Fundraising Assistant (FA), which is a new entry-level fundraising role responsible for the development and day-to-day administration of our community fundraising income stream for individuals and corporate community. The SRM will support the FA in developing processes and systems, data management and supporter stewardship.

Duties & Responsibilities

Strategy/team

- Work with the wider fundraising team on income analysis and development of annual goals (KPIs) and fundraising strategy
- Lead on the development of IG strategy
- Lead on the development of community and events strategies as a cross-functional income stream to recruit, engage and retain supporters to increase their lifetime giving
- Manage the new Fundraising Assistant to oversee community and events income stream
- Work with the HOF and DCEO to develop major donor and legacy fundraising income streams and strategy
- Work with the HOF and DCEO to identify donors for the development of the major donor programme and associated stewardship
- Manage fundraising internships
- Analyse monthly fundraising performance against targets, including monthly year-to-date income from donations reports, and KPI's, and report to the HOF on progress

Donor stewardship

- Provide outstanding stewardship of supporters, developing tailored supporter journeys that increase the acquisition, retention, and development of supporters and fundraisers
- Be the primary point of contact for individuals wishing to support FareShare South West financially
- Develop a deep understanding of donor profiles and motivations and translate this knowledge into communications planning
- Working closely with the Head of Communications (HOC) 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 HOC and CO to develop donor fundraising stewardship materials, e.g. our Food Friends (regular givers) newsletter
- Develop quarterly funder updates and coordinate cross-income stream messaging and schedule

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 repeat donors
- Support the HOC and HOF with engaging and emotive copy writing to support funding reports, corporate proposals, website copy and targeted materials
- Lead on diversifying supporter types e.g., creating opportunities for volunteers to engage with fundraising
- Segment donor types and create relevant narratives to ensure a strategic/resource-efficient approach to recruitment
- Work with the wider team to create innovative and creative ways of engaging supporters across FareShare South West campaigns and events, including warehouse open days and major organisational events
- Work with the HOC and HOF to develop legacy fundraising materials, plan, implement and drive forward legacy fundraising as a new income stream for FareShare South West

Major Donors

- Work with DCEO and HOF on the development of the major donor strategy to generate growth in income and donor numbers
- Help develop and curate an excellent cultivation, stewardship and impactful thanking journey in order to build and strengthen new and ongoing major donor relationships
- Research prospective new major donors across the south west
- Work with HOC to deliver stewardship materials and reports to inspire major donor prospects

Donor data management

- Primary management of all individual donor data on our fundraising CRM to allow for accurate analysis and to better inform strategy/team decision-making
- Support the Fundraising Assistant to ensure all records, permissions, and data preferences are up to date for individual constituents on the fundraising database
- 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 the fundraising database is accurate
- Hold primary responsibility for Gift Aid claims
- Work with the HOF and DCEO to improve processes, including integration of fundraising and finance systems

General

- Provide excellent supporter service to enquiries from members of the public, via phone, mail and in person, and encourage their support
- Work with the wider FSSW team on cross-departmental campaigns and events such as warehouse open days and project launch events
- Act as an ambassador for the charity, representing FareShare South West at events and networking opportunities
- Prepare and give talks to supporter groups as appropriate and represent our charity confidently in a range of formal and informal settings

- Undertake any other reasonable duties to support the operations of the charity

Person Specification

Essential knowledge, skills and experience - evidence required:

- Three years+ experience of working in a supporter care fundraising role
 - Understanding of fundraising principles, relationship marketing and supporter care
 - Excellent written and verbal communication and interpersonal skills
- High level copy writing 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 including Excel to sort and segment supporter data.
 - 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:

- Project management experience
- Experience in public speaking, networking and presentations
- Media speaking experience
- Experience of using Adobe InDesign
- Experience of managing time sensitive fundraising campaigns e.g The Big Give or Crowdfunder match funding campaigns
- Experience of Donorfy or similar fundraising CRM databases

Why work for FareShare South West

- Real Living Wage employer
- Benchmarked pay scales
- Employee Assistance Programme - free legal advice, HR support and counselling
- Access to a free professional coach
- Annual budget for personal development training for every staff member
- Staff wellbeing group and Mental Health First Aiders
- Inclusive, welcoming culture
- Rewarding roles with genuine positive impact on the environment and local people through food, volunteering, and employability skills

We actively encourage applications from people of all lived experiences, including, but not limited to, people from the global majority, LGBTQIA+ people, disabled people, a working-class background, not from a university-attending family. We value the positive impact that wide representation has on FareShare South West.

We want to work with you to make sure that the recruitment process is accessible for you. Please contact recruitment@faresharesouthwest.org.uk or call 0117 954 2220 to let us know how we can support your access needs.