

## Supporter Care Team Manager

### Context

The Engagement Operations department aims to care, connect and inspire individuals and churches through engaging events, supporter appreciation, inspiring phone calls, and insightful data work. We support and drive projects from the wider Fundraising and Communications division because we are passionate that individuals give or keep on giving and that churches are compelled to partner with CAP. The Engagement Operations department is made up of the Supporter Events team, Supporter Care team and Supporter Connection team.

### Purpose

The Supporter Care Manager oversees and manages the workload of the Supporter Care team - the care of our supporters is the heart of what we do. This includes, ensuring their details are up to date, thanking them for their gifts promptly and answering their enquiries in good time.

### Passion

Your passion for giving individuals and churches the chance to engage with CAP in a way that increases their heart for the work we do is key. We want our supporters to know that we care about them. We show this care by accurately recording their data, treating their gifts well and thanking them appropriately. We love to connect with our supporters to express our care.

### Personality

We want to inspire and get to know our supporters and churches and to understand what makes them tick. We are driven by working together to efficiently meet our deadlines and targets, having a keen eye for detail, and wanting to communicate and show appreciation to our supporters and stakeholders well.

## Role:

### Accountabilities:

- Lead the Supporter Care team by developing a driven and passionate team culture.
- Invest in and develop team members to help them reach their full potential.
- Be knowledgeable about each team member's role and the tasks they are working on.
- Prioritise requests from the wider Fundraising and Communication division to make sure all requests are fulfilled on time.

## Job Profile: Fundraising & Supporter Operations

- Collate results, analyse the impact of the team and provide effective feedback to team members and to the wider Fundraising and Communication division.
- Ensure that supporters are cared for well, through prompt thanking, accurate data storage and timely responses to inbound communications.
- Work with Supporter Engagement Leads to ensure that campaigns are processed correctly and new giving methods and projects are incorporated into business as usual.
- Work with Fundraising and Supporter Development and oversee the processing of any new streams of income, supporter engagement strategies or names to the database.
- Input into strategies developed by Fundraising and Supporter Development, including Supporter Experience Strategy
- Continually seek ways to maximise efficiency within the Supporter Care team, developing & updating processes regularly.
- Ensure all administration tasks are completed to a high standard and within agreed time frame.
- Work with Finance to ensure great team relations and processes around income.
- Ensure feedback from supporters is recorded appropriately and passed on to relevant departments; handling complaints and responding to supporters where necessary.
- Work with the Salesforce Administrator to implement any changes required to the Salesforce CRM.

### Measurable Outputs:

- All income (both one off and regular) to be processed within three days, including appropriate and personal thanking of our supporters.
- All new supporters to be added to the database within five days.
- Ensure all enquiries by email, phone and post, including voicemails are responded to within one day, and that we achieve a 90% call answer rate.
- Ensure all other enquiries from projects are dealt with within three days.
- Ensure over 80% positive feedback about communication received, and negative feedback is reviewed promptly.
- Make sure the month of income transactions are closed by the third day of the month.

### Culture:

- Clearly live out and embrace the cultural values of CAP.
- Clearly demonstrate a heart and passion for the charity.
- Sincere acceptance, understanding and practice of the Christian ethos and purpose of the Charity.

### Other Responsibilities Include:

## Job Profile: Fundraising & Supporter Operations

- Being willing to pray with staff and be fully engaged with our Christ centered culture.
- To encourage friends, family and other contacts to support the charity through the Life Changer program, and other fundraising initiatives.
- Attendance at annual CAP staff conferences .
- Complete all compulsory CAP training within given timescales.

The above job profile is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

## Person:

### Education:

- A level education or equivalent

### Experience:

#### Essential

- Experience of collaborative working
- Experience of meeting key objectives or targets
- Experience of supporter engagement and communication

#### Desirable

- Experience of project management
- Experience of Salesforce CRM
- Experience of leading and managing a team of staff
- Experience of training and developing effective individuals

### Skills / Abilities:

- A proven leader who can inspire, influence and deliver results
- Excellent communication at all levels
- Excellent organisational skills
- Ability to work well under pressure
- A love for detail and excellence
- Ability to project manage and meet deadlines
- Ability to prioritise time, tasks and attention effectively in a pressured environment
- The ability to be decisive, proactive and use initiative
- Ability to work accurately and pay attention to detail

### Christian Commitment:

## Job Profile: Fundraising & Supporter Operations

- The candidate must be able to give both verbal assent to and practical demonstration of Christians Against Poverty's Statement of Faith and Core Values
- Must be able to actively participate in prayer and worship, whether individual, small group or corporately, as an expression of own personal faith and in line with CAP's Statement of Faith.

All adults working in, or on behalf of the CAP have a responsibility to safeguard and promote the welfare of children and adults. This includes: A responsibility to ensure a safe environment in which CAP Services can be delivered. Identify children and adults where there may be safeguarding concerns and to follow the CAP Safeguarding Policy in addressing any concerns appropriately.

CAP celebrates the value of diversity and our aim is for our workforce to be as inclusive as possible as well as representing the communities we serve. With this in mind, we welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from candidates from black and ethnic minority backgrounds. We are committed to continue building an environment that embraces diversity and includes all.

May 2022