

## **Job Description**

### **Senior Supporter Care Manager**

**Reporting to:** Head of Mass Market Fundraising

It's unacceptable that more than half of people diagnosed with pancreatic cancer die within 3 months. Survival rates have improved enormously for most cancers, yet for pancreatic cancer, this is not the case.

Pancreatic Cancer UK is a national charity dedicated to taking on this injustice using every possible means. We're supporting people with pancreatic cancer now, campaigning, and funding vital research to transform the future.

#### **The Role:**

We're about to enter a new phase at Pancreatic Cancer UK with the launch of an exciting 5-year strategy. We are a national charity and have big ambitions to raise significant income to transform the future for everyone affected by pancreatic cancer, and this role is a fantastic opportunity to play a key part in enabling the charity to grow.

We are looking for an experienced and proactive Senior Supporter Care Manager to create and implement a robust supporter experience framework to enable the Supporter Care team to give all of our supporters an excellent customer experience to increase supporter satisfaction and improve retention.

The Supporter Care Team sits within the Mass Fundraising directorate and you will be responsible for managing a Supporter Care Manager, who line manages two supporter care officers and two supporter care assistants.

Pancreatic Cancer UK is a great place to work where everyone feels part of the team. We're passionate about our cause, celebrate all our achievements together and encourage a healthy work-life balance. We invest in learning and development, value the skills and experiences of colleagues, and aim to give everyone the chance to shine.

If you feel inspired by the prospect of joining us in this exciting new role – we would love to hear from you!

#### **Main Responsibilities:**

- Develop and deliver a Supporter Care strategy to significantly increase supporters' satisfaction, engagement and retention with the charity
- Establish ways to successfully measure supporter satisfaction and experience within the Supporter Care strategy – adopting a continuous test and learn approach

- Successful management of a team, introducing SLA's, KPI's, targets and development plans
- Ensure that all processes relating to supporter care including data entry, thanking, fulfilment and donation processing are as efficient as possible, working closely with Data and Finance teams where needed to review on an ongoing basis
- Support the team's development by ensuring that once new processes are implemented, robust processes and training is in place
- Collaborate with Senior Managers across the organisation to feed into and optimise supporter journeys and experiences that maximise engagement and retention
- Collaborate with teams across the organisation to enable streamlined implementation of new fundraising products, campaigns and events
- Improving and adapting supporter touch points across the charity and effectively monitoring these to enable the optimum results in terms of internal ways of working as well as excellent supporter engagement

**Other responsibilities:**

- Develop and maintain an understanding of the charity's work and the needs and circumstances of people affected by pancreatic cancer.
- Active involvement in the sector to ensure best practice.
- Ensure activities comply with Pancreatic Cancer UK brand guidelines.
- Ensure compliance, including application of the charity's Safeguarding policy, the FR Codes of Fundraising Practice, and HMRC and ICO guidelines.
- Undertake any other relevant duties and projects delegated by the Head of Mass Market Fundraising or Associate Director of Supporter Experience, Data and Innovation, in line with the responsibilities of the post.

**About you:**

- You will be an experienced Supporter Care/customer experience professional who has previously introduced a successful customer experience framework to increase supporter satisfaction and improve retention.
- You will have experience of line managing an efficient team, and have strong project management skills including the experience of managing changes to internal processes and ways of working
- You're a great communicator who is process driven – with the ability to evaluate, refine and confidently roll out new processes that will enable the charity to achieve its business aims

**This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service.**

## Person Specification

<b>Skills, knowledge and experience</b>	
<b>Essential</b>	
1.	Understanding of the principles and practices of supporter care, customer experience and supporter relationship development.
2.	Have a proven ability of developing and delivering a successful customer experience framework.
3.	Experience of line management including staff development and coaching.
4.	Strong strategic planning and project management skills including the experience of managing change.
5.	Able to use Raiser's Edge NXT / another CRM.
6.	Experience in establishing ways to measure supporter or customer satisfaction and experience.
7.	Excellent verbal and written communication skills.
8.	Excellent negotiation and influencing skills with the ability to build relationships with internal and external stakeholders.
9.	A confident decision maker with the ability to make evidence-based decisions in relation to organisational priorities.
10.	Ability to prioritise and work to tight deadlines whilst working on multiple projects.
11.	Competent user of Microsoft Office (Word, Excel, PowerPoint, Outlook).
12.	An understanding of GDPR and fundraising legislation
<b>Desirable</b>	
1.	Previous experience working in a health-based charity
2.	Proven ability of managing budgets and regularly reporting on income and expenditure to senior team members.

**A criminal record check is not currently required for this role.**

Personal qualities and other requirements are:

- Commitment to our vision, mission and values: Determined, Compassionate, Pioneering, With Integrity, and to learning and development
- Commitment to health and safety, data protection, equality and diversity and safeguarding compliance and best practice

- Understanding and acceptance of Pancreatic Cancer UK's policy on the use of animals in research which is in accordance with the AMRC
- It is essential you have to have the right to work in the UK at the time of application.

May 2022