# Sustrans logo (2005) black

# Job Description

# Job title: Supporter Care and Operations Manager

**Reference:** SUS3279

**Salary:** Grade H: £31,683 per annum

**Hours:** 37.5 hours per week

**Contract:** Permanent

**Base:** Bristol and Home Working (Initially Home Based)

**Job purpose:**

This role will enhance the way that we look after our supporters to increase loyalty and commitment. Through inspiring leadership, the post holder, with their team, will deliver excellent customer service and robust processes to ensure that supporters receive a high quality experience which will lead to an increase in their support. This role is responsible for defining the direction of travel and how success will be monitored as well as ensuring compliance in terms of our fundraising and contractual obligations.

**Place in Organisation:**

The post-holder will report to the Head of Individual Giving and Retail with Individual Giving Manager, Database and Fundraising Insight Manager and Face to Face Manager as peers.

# Key relationships:

Internal: Head of Individual Giving and Retail

Head of Philanthropy and Partnerships

Fundraising and Supporter Engagement Managers and team members

Strategic Communications team including Press and Social Media teams

External Affairs colleagues

Delivery teams and Finance colleagues

CEO Office

External: Supporters and prospects

The general public including users of the National Cycle Network

Agencies and suppliers

**Key responsibilities:**

* Contribute to the creation of a Supporter Care vision and specifically a cross function plan that will enhance supporter experience and loyalty. Define and deliver KPIs to monitor supporter loyalty and engagement.
* Oversee all Supporter Care and Operations activities to ensure a customer focused approach with consistently high standards; create, maintain and make use of management information to spot trends and identify opportunities to improve.
* Develop and implement processes to ensure Supporter Care and Operations team members have an up to date understanding of Sustrans’ work, including current and planned engagement activities, relevant press coverage and other initiatives or developments likely to generate inbound calls, messages or social activity.
* Proactively work with the Database and Insight Manager to make best use of Sustrans’ CRM database to support our work; continually striving to improve the quality and consistency of our data through agreed processes
* Review Sustrans’ procedures for handling legacy notifications, make changes where needed and support the team to manage correspondence and pipeline.
* Ensure the organisational Complaints Policy and procedures are followed, that effective systems are in place to promptly investigate, manage, monitor and report on complaints, and that database functionality is in place to support this.
* Ensure Sustrans’ fundraising activities comply with legislation, guidance and best practice and that Fundraising and Supporter Engagement colleagues are aware of and respond to any relevant regulatory changes.
* Act as the central point for managing and storing all Fundraising and Supporter Engagement contracts, ensuring regular review and management

**People management:**

* Provide excellent leadership and management to the Supporter Care team, through regular individual and team meetings, and in line with the organisation's supervision, one-to-one and annual appraisal processes. Motivate and inspire team members and encourage and support development.
* Work with HR to ensure that training and development of colleagues is planned effectively and in line with business need.

**Training and personal development:**

* Attend essential Sustrans training as required
* Stay up to date with supporter care and data management/innovation and compliance
* Ensure own personal development by working to objectives set as part of Sustrans’s appraisal process.

**Health & Safety, Safeguarding and Equality, Diversity and Inclusion:**

* Support and comply with the organisation’s policy for the management of Health and Safety.
* Support and comply with the organisation’s policies for the management of safeguarding.
* Support and comply with the organisation’s policy and procedures relating to Equality, Diversity and Inclusion and apply principles of best practice in own role.

**Other:**

* Undertake any other duties consistent with the nature and grade of the role as agreed with the line manager.

**Working conditions:**

This role can be home based with minimum two days every two weeks in Bristol or Bristol based. Overnight stays away from home may occasionally be necessary when participating in projects away from their designated base. Occasional weekend and late working may be required with time off in lieu. The post-holder must be prepared to cycle or use public transport for the majority of work journeys.

**Special note:**

This job description does not form part of the contract of employment, but indicates how that contract should be performed. The job description may be subject to amendment in the light of experience and in consultation with the jobholder.

Compiled: Director of Fundraising and Supporter Engagement

Date: April 2021

**Supporter Care and Operations Manager (SUS3279)**

**Person specification:**

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| --- | --- |
| **Criteria** | **Essential** |
| Qualifications, education and training | * Equivalent vocational experience or qualification |
| Experience | * Demonstrable experience of delivering great supporter care to improve supporter experience and loyalty * Experience of delivering and ensuring high quality consistent data * Experience of managing complaints and liaising across the organisation to respond effectively * Experience of reviewing, improving and implementing processes to deliver an enhanced customer experience * Experience of ensuring fundraising compliance through processes, procedures, training and (ideally) mystery shopping/audit. * Experience of successfully working with colleagues in other departments to drive positive change * Experience of line managing, motivating and developing staff |
| Skills and abilities | * Excellent interpersonal and communication skills, both verbal and written * Ability to manage delivery of projects to agreed deadlines and budgets * Excellent copywriting, editing and proof reading skills * Ability to build collaborative working relationships with colleagues at all levels * Able to work on own and in a team environment * Comfortable working in a changing, dynamic environment * Meticulous attention to detail * Excellent IT skills * Project management skills |
| Knowledge | * Detailed understanding of fundraising compliance and best practice in managing complaints * Understanding of current laws that could impact marketing eg. data protection and GDPR |
| Other | * Commitment to professional development and keeping abreast of technical developments and trends in digital, marketing and communications * Committed to Sustrans’ vision |