

## Job Description

**Job Title:** Data and Supporter Care Manager

**Reporting to:** Head of Fundraising

**Job purpose:** Our Vision is to make every day the best day possible for our patients and their families in South Devon. Last year we reached over 2,000 patients, families and friends, providing comfort and support to people coping with the hardest of days. As a member of our Fundraising Team, with a specific focus on using the database and data to improve supporter relationships, your work will be vital in helping Rowcroft to reach many more going forwards.

**Our Values:**

Honesty & Integrity Generosity of Spirit Respect Team Player

**Key roles and responsibilities:**

### Database Management

- Manage, develop and maintain Rowcroft's CRM database (currently Donorflex) including ensuring that records are added and updated according to the database policy and maintaining and designing database policies which facilitate accurate analysis and reports, data segmentation and delivery of our donor journey plans
- Plan donation response handling workflows and ensure timely, accurate and efficient processing and thanking of all donations and lottery payments for a £multi-million fundraising department
- Ensure the highest standards and compliance with fundraising sector best practice and regulations, including the Fundraising Regulator's Code of Fundraising Practice; HMRC regulations and compliance with GDPR - alerting the fundraising team to issues and leading on data policy development and training
- Ensure the financial accuracy of Donorflex in conjunction with Rowcroft's financial accounting application. Manage the accurate reconciliation of daily, monthly and yearly banking.
- Manage and maximise Gift Aid, including encouraging Gift Aid initiatives within the fundraising team and creating and submitting monthly Gift Aid claims to HMRC.

### Data analysis and manipulation - using data to support fundraising learning and development

- Plan and oversee supporter data analysis and insight gathering activity, to inform and evaluate fundraising product design, donor journey planning, marketing planning and audience selections for on and offline campaigns
- Ensure the production of monthly KPI reports
- Set goals and oversee delivery of a training programme by the Fundraising Analysis Officer to support Donorflex users in data entry and manipulation, including providing user guides and protocols

## **Development Projects**

- Work with fundraising colleagues to identify and implement opportunities to use the fundraising databases and the supporter care team resources to streamline and improve supporter care processes, including handling enquiries and response as well as delivering product benefits
- Assist in the design and testing of new supporter journey plans to specific groups of individuals not currently included in donor stewardship plans, including helping to identify these audiences, working with colleagues to ensure the design of appropriate donor journeys and providing them with support to deliver and evaluate initial pilots

## **Leadership**

- To line-manage 3 supporter care staff, a Fundraising Analysis Officer and occasionally volunteers

## **General responsibilities**

- Ensure all activity is to the highest standard to safeguard Rowcroft's organisational reputation. All activity should comply with relevant legislation, policies and practices including Data Protection legislation and Rowcroft policy and procedures relating to supporters.
- Actively participate in team meetings, contributing to strategy discussion and decisions that will be beneficial to the development of fundraising activities
- Monitor Supporter Care income and expenditure targets and provide regular progress reports and updates on performance against target
- Support the development of annual team plans and budgets with agreed personal and team targets, as well as monitoring and inputting into monthly and annual forecasts
- Work with staff across the hospice to develop and maintain good working relationships and to ensure there is a good awareness and support for the fundraising team's activities
- To maintain a good level of understanding of Rowcroft's activities and be an advocate of the hospice at all times
- Perform other duties as may be required by the Head of Fundraising

## **Training, Education & Research**

- Promote a culture of learning and development and wellbeing, help to create an environment that is continually critically questioning practice and promoting learning
- Identify your own learning and development needs undertake continuous professional development and actively engage in clinical supervision, maintaining an objective and innovative practice.

This list can never be exhaustive but covers most of the work you'll be doing. What it can't replace is talent, initiative and a commitment to great customer service.

## **Infection Prevention**

All Rowcroft employees both clinical and non-clinical are required to adhere to the Infection Prevention and Control Policies and make every effort to maintain high standards of infection control at all times to reduce the burden of Healthcare Associated Infections, including MRSA.

You agree to the following responsibilities:

1. To decontaminate your hands prior to and after direct patient care or contact with the patient's surroundings;
2. To take part in mandatory infection control training provided;
3. To responsibly manage your own infections (other than common colds and illness) that may be transmittable to patients, including contacting Occupational Health for guidance.

**PERSON SPECIFICATION**  
**Data and Supporter Care Manager**

| Attribute                          | Essential Requirements   | Desirable Requirements   |
|------------------------------------|--|--|
| <b>Qualifications and Training</b> | <ul style="list-style-type: none"> <li>• Educated to A level or equivalent</li> </ul>  | <ul style="list-style-type: none"> <li>• Educated to degree level or equivalent experience</li> <li>• Institute of Fundraising Certificate or equivalent</li> </ul>  |
| <b>Knowledge and Skills</b>        | <ul style="list-style-type: none"> <li>• Good knowledge of database/CRM systems including segmentation, mailing queries, imports, process design and reporting</li> <li>• Experience of providing supporter/customer care responses including processing gifts/sales and enquiry fulfilment</li> <li>• Knowledge of regulatory environment for fundraising including data protection, Gift Aid and fundraising codes of practice</li> <li>• Excellent verbal and written communication skills</li> <li>• Excellent IT skills including using Excel</li> <li>• Ability to effectively plan and prioritise a complex and varied workload while meeting deadlines.</li> <li>• Ability to line manage a small team</li> <li>• Ability to work across teams and departments in a collaborative manner and to proactively engage colleagues on projects and initiatives</li> </ul> | <ul style="list-style-type: none"> <li>• Understanding of the principles and practices of acquisition, donor journey development and motivations for giving</li> <li>• Analytical skills</li> <li>• Direct marketing knowledge</li> </ul>  |
| <b>Experience</b>                  | <ul style="list-style-type: none"> <li>• Highly experienced in using a CRM database, including segmentation, mailing queries, imports, process design and reporting</li> <li>• Experience in delivering or overseeing customer/supporter care and/or customer relationship programmes</li> <li>• Experience of managing relationships with third party software suppliers, such as JustGiving, to ensure accurate and efficient data transfer</li> <li>• Experience of designing systems and processes for supporter/customer care</li> <li>• Experience of interpreting complex data to make evidence-based recommendations</li> <li>• Project management experience</li> </ul>   | <ul style="list-style-type: none"> <li>• Using and adapting Donorfex or similar fundraising database system</li> <li>• Working in a charity</li> <li>• Setting and managing budgets including reporting against targets</li> <li>• Line management</li> <li>• Successfully working with people to manage change</li> <li>• Experience of training others in database skills</li> <li>• Experience of preparing programmes of activity to engage, inspire and retain individual donors</li> </ul> |
| <b>Personal Requirements</b>       | <ul style="list-style-type: none"> <li>• Good understanding of Rowcroft's values</li> <li>• Be highly organised, with excellent project and time management skills and able to work on multiple complex projects, under</li> </ul>   |  |

pressure, to deadlines whilst constantly prioritising workloads.

- Leadership through creative problem solving, a tenacious, driven approach and a can-do attitude.
- A willingness and desire to ensure all who come into contact with Rowcroft have the best possible experience.
- A desire to be part of a committed and hardworking team in line with the ethics and values of Rowcroft Hospice, acting in the best interests of Rowcroft at all times.