



Supporter Service Manager

Grade: 10

Directorate: Marketing & Supporter Development

Location: HQ

Reporting to: Head of Regular Giving

Main function of post: Deliver outstanding service to all our supporters

Supervisory responsibilities: Supporter Service team

Hours worked: 37.5 hours

Main duties of the post

1. Lead, inspire and manage an effective team providing outstanding supporter service.
2. Take ownership of supporter issues, escalating where appropriate and following through to resolution.
3. Ensure that all supporter transactions are effectively and accurately processed, including memberships, adoptions and regular fundraising income, following service procedures and standards and working to agreed KPIs for accurate and timely data.
4. Develop new work streams to maximize the value of the team to the organization, including welcome calling, fundraising administration, web chats and other areas as required by directorate plans.
5. Champion the organisational culture of supporter care and support colleagues in our centres and across the Trust with supporter queries to ensure we constantly exceed our supporters' expectations.
6. Support the Supporter Insight Manager and Database Manager in their analysis of supporter information and work alongside them to improve our systems, processes and audience understanding, proactively identifying and suggesting measures to increase efficiency and add supporter value.

7. Work with the supporter marketing team to deliver a supporter journey which encourages long term support, maximising renewal and retention rates.
8. Manage the supporter accounting functions including gift aid processing and claims and presentation of BACS submissions for direct debits. Liaise with banks, building societies etc to resolve queries accordingly.
9. Plan, execute and control the supporter care expenditure budget.
10. Manage the provision of adequate stocks of departmental consumables.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: March 2017

Amended:

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent, preferably in a relevant discipline

Desirable:

- Customer service and/or management qualification

2. Experience

Essential:

- Experience in a business environment managing a customer service and administration function
- Excellent written and verbal communication skills
- Working with CRM/sales/administration databases
- Must be able to prioritise their own workload and work with minimal supervision
- Must be able to respond quickly and have good analytical skills
- Must be able to work under pressure to meet tight deadlines
- Experience of direct line management
- Experience of Microsoft Office

3. Managerial & Supervisory

Essential:

- Ability to inspire, lead and motivate target driven teams
- Strong people-centred approach with developed influencing skills

| Type of staff | Number managed | Number supervised |
|-----------------------------|----------------|-------------------|
| Employed Staff | 7 | 0 |
| Volunteers / Casual Workers | 0 | 0 |
| Contractors | 0 | 0 |

4. Responsibility

Essential:

- Independent thought and action is required and impact is high within the department, across all centres and in representing WWT outside the organisation

- Needs to ensure compliance with fundraising regulations, data protection act, gift aid and direct debit bank regulations

Levels of Responsibility:

| Type of Responsibility | Level (£'s) |
|---|-------------|
| Expenditure (exc. payroll) | £100k |
| Cash Handling | £100k+ |
| Assets (required for job, exc. buildings) | N/A |
| Visitors (per annum) | N/A |

5. Creative Ability

Essential:

- Ability to originate ideas and bring creative thought to bear is an essential job requirement

6. Contact

Essential:

- Works across the organisation and across all levels of staff and volunteers
- Has daily contact with our supporters and major influence on their perceptions of the Trust
- Must be able to influence internal and external stakeholder

General Notes

This position will from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.

Whilst this post is based at WWT Slimbridge, some travel may be necessary therefore a current driving licence is essential as is willingness to travel to other WWT Wetland Centres.