



## **FUNDRAISING - SUPPORTER ENGAGEMENT MANAGER (INDIVIDUAL & COMMUNITY TEAM)**

<b>SALARY</b>	£30,000 - £40,000 per annum (dependent on experience)
<b>LOCATION</b>	Barnet (north London) / hybrid working
<b>HOURS</b>	37.5 hours per week (full time) Flexible and compressed hours will be considered
<b>CONTRACT</b>	Permanent
<b>REPORTING TO</b>	Senior Head of Supporter Engagement
<b>CLOSING DATE</b>	17 <sup>th</sup> July 2022

### **JOB DESCRIPTION**

Noah's Ark Children's Hospice has been on a major upward trajectory in recent years, supporting more children, partnering with more major hospitals and raising more funds. Our Major Donor and Trust programmes have been particularly successful. We are now transforming our approach to supporter engagement in order to diversify the charity's fundraising income and help Noah's Ark reach its ambitious strategic objectives. Over the next three years we will increase the number of individual supporters donating monthly to the charity from 250 to at least 2,500.

We're looking for a rising star with a track-record of high performance to join our award-winning fundraising team during a pivotal period in the charity's history. As well as playing a lead delivery role, the Supporter Engagement Manager will be very involved in strategy development by working alongside other key team members to drive decisions.

The successful candidate will manage and develop our Supporter Engagement Officer and Community Engagement Officer - both have their own portfolio of supporters and the former is responsible for the day-to-day management of our database.

## **KEY TASKS & RESPONSIBILITIES OF THE ROLE**

### **PROGRAMME DEVELOPMENT**

Work with the Senior Head of Supporter Engagement, external consultants and the whole Fundraising and Marketing team to:

- manage a regular cycle of testing new channels and developing acquisition and retention individual giving products, based on audience insight and sector trends, in particular a regular giving proposition
- contribute effectively to strategy development sessions, using lateral thinking to help create new products and initiatives
- manage supporter segmentation and development of supporter journeys in order to increase levels of engagement and stewardship. Work with the wider team to develop and implement a stewardship programme, including regular e-news updates, mailings and digital activity
- develop data systems that are fully integrated and allow us to robustly develop stand out supporter-led journeys and engagement programmes
- develop and implement the charity's legacy programme

### **PEOPLE MANAGEMENT**

Effective line management and professional development of the Supporter Engagement Officer and Community Engagement Officer

### **MONITORING & REPORTING**

- Monitor budgets, targets and KPI's used to evaluate the effectiveness of activity and make recommendations to enhance future performance
- Work in line with legal, ethical and professional standards to ensure that our collection, storage and use of data is compliant with our data protection policy (which includes adherence to GDPR rules), the law, and compliant with The Fundraising Regulator's Code of Fundraising Practice
- Work with the Senior Head of Supporter Engagement to develop a rigorous approach to data insights that support the development of the fundraising programme

### **REPRESENT THE CHARITY**

- Hold a personal portfolio of supporters, developing excellent relationships with them, including face-to-face and by phone with key supporters
- Be an ambassador for the charity; present formally and informally to a wide range of audiences
- Take every opportunity to develop and gain confidence in this area

## **INTERNAL & EXTERNAL COLLABORATION**

- Work with the Marketing & Communications Team on the resources required to create successful campaigns, events and projects
- Brief internal stakeholders on Individual Giving campaigns to ensure effective finance, data, supporter care and communications processes are followed. Identify opportunities to cross-sell Individual Giving campaigns across all existing audiences.
- Work collaboratively across teams to help generate leads for corporate, community and major donor engagement
- Seek out opportunities to learn from professionals from outside of the charity, as well as within, and share those learnings with the wider team
- Fill in for other team members when needed and appropriate - we are a very collaborative and supportive team, we help each other whenever we can

## **GENERAL**

- Work within legal and charity guidelines, especially within the Fundraising Regulator's Code of Fundraising Practice and Noah's Ark Children's Hospice's own policies and procedures
- Occasional evening and weekend work will be required for fundraising events
- Undertake training and skills development and keep up to date with the changing requirements of the role

## **ABOUT YOU**

Most importantly, we are looking for somebody with the right mindset. You'll be hungry and enthusiastic when it comes to your career, and looking for a charity which can support you in pushing forward in a busy and responsible role. We are a very supportive and collaborative team, so a track record of coming to work with a 'can-do' attitude and ability to develop constructive and positive relationships will be key.

You will be a natural relationship builder who is full of personality and enjoys meeting and speaking with supporters. You will have a keen eye for detail and have experience of using data insights from a fundraising database to inform decision-making.

Ideally you will have significant experience in supporter care and acquisition but the salary range is wide, so if you are less experienced but have a track record of high achievement in your career so far and back yourself to develop quickly in areas outside of your comfort zone, please do apply and we will consider your application on its merits.

Experience of community group fundraising and/or legacy giving is desirable but not essential – you must be confident in your ability to upskill in these areas. As we are looking to increase the frequency with which we communicate by email with supporters, excellent writing skills is strongly desirable.

**PERSON SPECIFICATION**

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>QUALIFICATIONS</b>		1. Fundraising Training or qualification relevant for this role
<b>SKILLS / KNOWLEDGE / EXPERIENCE</b>	<ol style="list-style-type: none"> <li>1. Experience of developing and delivering effective stewardship journeys for multiple audiences</li> <li>2. Experience of developing and evaluating acquisition or retention campaigns and activity across a variety of channels including digital</li> <li>3. Exceptional interpersonal skills, and ability to inspire a wide range of stakeholders</li> <li>4. Excellent time management and organisational skills</li> <li>5. Exceptional spoken and written English language skills to present relevant details clearly and concisely</li> <li>6. Experience of databases, audience segmentation and use of data analytics</li> <li>7. Ability to think laterally to tailor communications to create personal connections with prospective and current supporters</li> <li>8. Empathy with the work undertaken by Noah's Ark Children's Hospice</li> </ol>	<ol style="list-style-type: none"> <li>1. Considerable experience of preparing programmes of activity and business plans to recruit, engage, inspire and retain supporters.</li> <li>2. Experience of setting, managing and delivering against budgets, reporting on KPIs, variances and reforecasting</li> <li>3. Experience of project management to deliver acquisition or retention campaigns within agreed timescales and budgets</li> <li>4. Line management of at least one other team member</li> <li>5. Experience of working on legacy giving</li> <li>6. Experience of using MailChimp or similar email programme</li> </ol>
	1. <b>Ambitious</b> – A relentless determination to improve your work and the work of those	1. Ability to work proactively and make decisions, demonstrating initiative and taking action to

<p><b>BEHAVIOURAL / PERSONAL</b></p>	<p>around you in order to enable improved outcomes for those relying on the charity</p> <ol style="list-style-type: none"> <li>2. <b>Organised</b> – Ability to plan well ahead and map your projects in a systematic and easy to understand manner</li> <li>3. <b>Confident</b> – The gumption to propose ideas, and the confidence to carry them out, bringing others on the journey with you</li> <li>4. <b>Attention to detail</b> – Ability to spot errors in copy and data</li> <li>5. <b>Inspiring</b> – Ability to inspire internal and external stakeholders through engaging written and verbal communication</li> <li>6. <b>Team player</b> – Ability and desire to work effectively with others as one team, collaborating to achieve a shared vision</li> <li>7. <b>Cool head</b> - Ability to work under pressure, juggle workload/multi-task, set priorities and meet deadlines</li> <li>8. <b>Flexible</b> - Willingness to work flexibly, proactively and to respond to the emerging needs of the charity and our supporters</li> <li>9. <b>Values</b> - Live the Noah's Ark values of kindness, courage and excellence</li> </ol>	<p>solve problems and maximise opportunities for fundraising and awareness</p> <ol style="list-style-type: none"> <li>2. Dedicated to maintaining regular communication with supporters/customers to facilitate the development of long-term relationships</li> <li>3. Ability to hit the ground running, absorb complex information quickly and work to a schedule of deliverables where requirements can change</li> <li>4. Familiarity with the geographical area Noah's Ark covers</li> </ol>
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<b>MISC</b>	<ol style="list-style-type: none"><li>1. Commitment to safeguarding and the welfare of children and young people</li><li>2. Ability to ensure that internal policies and procedures are complied with</li><li>3. Enhanced Disclosure &amp; Barring Service (DBS) check</li><li>4. Willing to undergo immunisation checks and immunisations where applicable</li></ol>	
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## **CHARITY BENEFITS**

### **ANNUAL LEAVE**

25 days, rising by a day after each completed year up to 30 days. We also offer the ability to buy or sell up to 5 days annual leave each year.

### **SEASON TICKET LOAN**

An interest-free loan is available to all staff to purchase a season ticket.

### **LEARNING AND DEVELOPMENT**

Each employee receives suitable training and development opportunities.

### **PENSION**

Provided by Aviva, with contributions from Noah's Ark up to 6%.

### **FLEXIBLE WORKING**

Flexible working opportunities are available to staff dependent on the charity's needs.

### **LIFE ASSURANCE**

Staff will receive Life Assurance (Death in Service) provided by Canada Life Group Insurance. The benefit basis is 4x annual salary.

### **PAID MEMBERSHIP TO BLUE LIGHT CARD**

Staff will receive a Blue Light card membership giving discounts to a number of well-known brands and stores.

### **BIKE2WORK SCHEME**

Salary sacrifice scheme offering the opportunity to purchase a bike and accessories, with tax free payments spread over a period of time.

### **SUBSIDISED CAFÉ**

Freshly prepared hot and cold meals provided at The Ark daily at a subsidised rate.

### **STAFF REFERRAL SCHEME**

Monetary incentive for staff when they successfully recommend a candidate for an open position.

## HOW TO APPLY

Please send your completed application form to the HR team at [recruitment@noahsarkhospice.org.uk](mailto:recruitment@noahsarkhospice.org.uk)

The application form is available to download under the relevant vacancy at

<https://www.noahsarkhospice.org.uk/work-with-us>.

If you would like to have a confidential discussion about this role, please email the HR Team at

[hr@noahsarkhospice.org.uk](mailto:hr@noahsarkhospice.org.uk) or call 020 8449 8877.

We can't wait to  
hear from you!



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Noah's Ark Hospice is a Company Limited  
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Company Registration No. 3901606  
Registered Charity No. 1081156

## About Noah's Ark Children's Hospice

### ABOUT NOAH'S ARK CHILDREN'S HOSPICE

Noah's Ark Children's hospice helps babies, children and young people who have life-limiting or life-threatening conditions, and their families, make the most of every day. We are here to enable those we support to enjoy life as children, rather than as patients, as families, not just as carers.

Our expert staff and trained volunteers provide clinical, emotional and practical support for families across north and central London and Herts Valley. We carefully adapt our support for every child and offer it wherever it is required - whether in their home, their community or at our state-of-the-art children's hospice building, The Ark, in Barnet.

### THE ARK

Designed by families, for families, The Ark was opened in September 2019 by the Mayor of London. The Ark is a place of light and life, where you will find music, art, play and drama therapy; children blossoming in sensory and soft play rooms; and a fully accessible playground. The grounds offer wheelchair accessible outdoor experiences, including a Woodland Walk through a 7-acre nature reserve and a sensory walkway. At The Ark we are able to provide Specialist Care and Nursing for babies, children and young people, supporting their full clinical, emotional, social and practical needs. We have created a space where children who are seriously unwell are accepted as they are, safe to play, explore, express themselves and build confidence.



## OUR VALUES

Our values capture who we are, and what we expect from staff and volunteers. They are the 'Noah's Ark way', and are reflected in everything we do.



### KINDNESS

- We show compassion and empathy in all our interactions
- We put the child and family at the heart of all we do
- We are considerate: act thoughtfully and behave with integrity
- We go above and beyond
- We embrace diversity
- We create precious moments for children and their families
- We actively promote good mental health and look after our team
- We do not judge others for their differences



### EXCELLENCE

- We are exacting and passionate about our mission
- Our expert and dedicated team is tenacious and solution focused
- We are pioneering, creative and adaptable
- We collaborate and build partnerships
- We listen and learn
- We are considered and reflective
- We plan and grow responsively and responsibly
- We invest in our people



### COURAGE

- We are strong and ambitious in all we do
- We challenge the status quo, making bold resilience and aim to empower
- We help families and each other build resilience and aim to empower
- We act with candour and integrity
- We reach out to people in very difficult circumstances
- We do not shy away from making hard decisions or from challenging situations
- We are not afraid to ask for help