

JOB DESCRIPTION

Job Title:	Donor Development Officer (High Value)
Directorate:	Fundraising & Communications
Location:	Thomas More Square, Tower Hill
Reporting to:	Donor Development Coordinator (Legacy and In Memory)
Responsible for:	N/A
Date:	November 2017

PURPOSE OF THE JOB

To support and deliver a high value donor (HVD) stewardship programme to significantly increase the volume, loyalty and income from high value donors (gift range of £250 - £4,999 pa) within our existing individual giving team. The role is responsible for developing and implementing appropriate donor journeys for warm high value donors, through communications, account management and events. Also responsible to support the implementation of warm donor stewardship activity with high value donors, in line with our three year fundraising strategy.

KEY RESPONSIBILITIES

1. Deliver the HVD strategy

- To deliver a high value donor stewardship strategy to significantly increase the volume, loyalty, engagement and income from our high value donors (gift range of £250 - £4,999pa) within our existing individual giving programme (cash and committed giving)
- Assist with the donor recruitment plans, strategy and budget setting process of the HVD Programme
- Develop compelling fundraising and campaigning propositions and asks for our high value donors, with support from the Donor Development Coordinator
- Oversee HVD data selection and refresh process, ensuring most appropriate donors are identified as HVDs, including screening our donor database

2. Manage the donor development for HVDs supporters

- Adopt a donor-centred approach to cultivating and managing relationships
- Deliver a diverse donor stewardship programme for HVDs in line with the wider supporter involvement and philanthropy strategic plan
- Apply a range of direct marketing skills to research, develop and deliver a range of appeals and communications across channels including mail, telephone, e-mail, social media, on time and on budget as a complement to the existing DM programme. This will include some personalised communications when required and close working with internal colleagues
- Manage direct relationships with a case load of our highest value donors, including cultivation planning, to ensure they are kept up to date with St Mungo's work and we retain their commitment in the long-term
- Continue to deliver our quarterly update for active HVD donors, sourcing relevant content from across the organisation, to bring our donors closer to our work
- Where relevant, ensure that major donor events and appeals are tailored and appropriate for an HVD audience
- Organise bespoke events, visits and meetings to engage donors with our work and ensure

- HVDs are invited and stewarded at cross-team events throughout the year
- Develop procedures for monitoring attrition / lapsing of high value donors and devise strategies for reactivation
- Provide senior staff with briefings and reports where they are involved in developing the relationships held

3. Accountability and reporting

- Produce fundraising materials that are compelling, well written and 'on brand'
- Undertake analysis of stewardship and other marketing activities as required, including monthly income reporting to your manager
- Ensure systems for coding, reporting and analysis are in place to support and monitor our fundraising programmes
- Ensure donor loyalty by overseeing the thanking process and promptly responding to all complaints, enquiries and requests for information
- Become fully conversant with Raisers Edge database, maintaining accurate and up to date records
- Work closely with the Data Insights Manager and Data Analyst to ensure all data requirements are fully briefed and scheduled, to achieve excellent quality outputs
- Ensure work practices are in line with GDPR, the Fundraising Codes of Practice, the ICO and our internal Fundraising Performance Standards

4. Internal and external liaison

- Coordinate the approval process for all projects that you are responsible for
- Meet regularly and work closely with philanthropy team to manage and coordinate movements between high value and major donor tiers, to ensure communications continue to be effective and donors are well transitioned. Ensure the donor(s) have a positive experience throughout and any change is as smooth as possible
- Liaise with supporter care team over the supporter care aspect of maintaining donor relationships, including providing clear written and face to face briefings on appeals, responses and data capture
- Contribute to the wider planning and activities carried out by the supporter involvement team, individual giving team and Fundraising and Communications department
- Manage supplier relationships with creative agency, print suppliers and fulfilment agencies, providing clear briefs and ensuring excellent quality outputs as necessary
- Work with your manager on any budgetary spend and ensure competitive quotes are obtained

5. Knowledge development

- Develop and maintain a detailed knowledge of St Mungo's projects and service development in order to produce appropriate and timely communications which reflect the funding needs of the organisation
- Research, organize photography, interview, write up and gain consent for client case studies in line with communications policies
- Be proactive in developing an external fundraising network to stay well informed of high value, major donor and individual giving methodologies and challenges (through online forums, training and networking, benchmarking, best practice)

GENERAL

- Adhere to St Mungo's Policies and Procedures at all times.
- Cover for other members of the team and division as necessary.
- Being proactive in reviewing and evaluating own performance and identifying and acting upon areas for improvement and development.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or reasonably required by more senior members of staff.
- Attend and participate in divisional and team meetings and other meetings as required.

This job description covers the current range of duties and will be reviewed from time to time. It is St Mungo's aim to reach agreement on changes, but if agreement is not possible, St Mungo's reserves the right to change this job description.

PERSON SPECIFICATION

Donor Development Officer (High Value)

Although we are keeping direct experience/knowledge requirements to a minimum, we do need you to use the application form or covering letter to demonstrate your capabilities, in relation to each point listed under essential requirements in the person specification. Where relevant use your answers to illustrate how your competences have helped you achieve positive results.

ESSENTIAL REQUIREMENTS

Experience

1. Experience of fundraising within the voluntary sector, with specific experience of managing a donor development programme
2. Experience of using a variety of fundraising techniques (e.g. direct marketing communications, events or account management) to generate income
3. Experience of using research, data analysis and segmentation to inform strategy, planning and delivery of results
4. Experience of using Raiser's Edge or other fundraising database

Skills, Knowledge and Abilities

5. Strong project management and time management skills with ability to manage a complex and varied programme
6. Confident, clear and thorough communicator – orally and in writing – with donors, senior staff and clients
7. Confident in building relationships with individual donors and in being a credible representative for both the charity and the cause
8. Adopts a creative and critical approach to work, with strong copywriting and proof reading skills and excellent attention to detail
9. A self-starter, capable of working both independently and collaboratively as part of a team
10. Confident and capable user of IT, including Outlook, Microsoft Word, Excel and PowerPoint.

The following are required of all roles with St Mungo's. However, you do not need to address these in your application.

- An understanding of and commitment to Diversity & Equality
- Willingness and ability to work fixed hours and to work outside of normal office hours on occasion (time off in lieu will be granted)
- Willingness to work flexibly in response to changing organisational requirements.

In the selection and interview process, we will be assessing candidates against the following competencies:

COMPETENCY	PRIMARY INDICATORS
Improving and Innovating	<ul style="list-style-type: none"> • Is client and customer focused • Is open to new ideas, improvement and change • Handles situations and problems with innovation and creativity • Shows commercial and financial awareness
Interacting and Influencing	<ul style="list-style-type: none"> • Takes responsibility and demonstrates values-driven leadership • Shows self-awareness • Works well with other people • Collaborates and networks effectively internally and externally • Shows sound communication and influencing skills
Understanding and Doing	<ul style="list-style-type: none"> • Able to find and analyse relevant written and numerical information and use it to make sound judgements • Able to think strategically • Demonstrates the necessary technical skills and aptitudes at the level that are required for the role • Has good writing skills at the level required for the job • Plans, organises and manages time well • Demonstrates compliance and accountability
Involving and Including	<ul style="list-style-type: none"> • Builds client/stakeholder involvement into all activities • Aware of own level of cultural competence and proactively seeks to develop • Actively promotes equality, diversity and inclusion among colleagues and clients.
Managing and Empowering (for managers only)	<ul style="list-style-type: none"> • Builds a high performing team • Provides staff with clear direction and support • Motivates, supports, enables and promotes the wellbeing of their team • Manages the operational aspects of their function efficiently • Implements plans, strategies and services effectively • Actively contributes to service growth