



Supporter Relations Manager: Income & Operations

Job description

Grade	Grade E of Minds salary scale
Type of contract	Permenant
Directorate	Fundraising
Team	Public Fundraising, Data & Supporter Relations
Reports to	Head of Supporter Relations
Responsible for	1 x Supporter Relations Senior Officer: Income & Operations (Grade D) 1 x Supporter Relations Officer: Income & Operations (Grade C)
Location	Hybrid; Startford, London & Homeworking
Hours	35hrs p/w

About the team

The Supporter Relations team is Mind's 'one stop shop' for anyone engaging with Mind. Our purpose is to deliver an excellent supporter experience, every time. This role plays a key part in delivering the Supporter Relations ambitious new 3 year strategy.

We do this through our frontline Supporter Care team, alongside our Income & Operations team, who are responsible for handling all aspects of the donation processing procedure.

We put supporters at the heart of everything we do and champion their voice across Mind.

More widely, the Supporter Relations team sits within the Data & Supporter Relations team, responsible for driving the organisational integration with the aim of maximising impact, opportunities and income for Mind.

About the role

Reporting to the Head of Supporter Relations, you will be responsible for managing the success of the Income and Operations unit, comprised of seven full time members of staff. You will directly manage a Supporter Relations Senior Officer and Supporter Relations Officer, both within Income & Operations. You will be responsible for ensuring the team successfully progresses through our agreed operational plans, to meet our ambitious strategic objectives for the period 2021-2024.



You are responsible for a successful team performance against service level agreements and key performance indicators, guaranteeing an excellent service for our internal and external customers. You will be responsible for the creation, improvement and consolidation of Mind's processes for income coding and reconciliation ensuring established donation entry points reflect the correct activity and supporter details to provide accurate and timely acknowledgments, an excellent supporter experience and ongoing supporter journey. You will also be responsible for overseeing Mind's relationships with key fulfilment agencies and fundraising platforms. Alongside team management, you will support key projects that are necessary to meet key deliverables in our Supporter Relations 3 year strategy. You will encourage a culture of continuous improvement, ensuring Mind delivers a sector leading, reliable and engaging experience. The role requires liaising with other process areas and workstreams across Mind and with the end users of the solutions, providing insights and guidance to ensure successful delivery of excellent customer experience.

Finally, Mind aims to ensure that the needs and interests of mental health service users, women, black and minority ethnic communities, disabled people, lesbians, gay men, bisexuals, transgender and people of all ages are reflected in all its activities. You are expected to contribute to this aim.

Key Responsibilities

1. Lead the Income & Operations unit to ensure Mind's fundraising activities are fully supported and facilitated by an effective administrative and operational service, in able to maximise income and engagement.
2. Manage the Income & Operations unit within the Supporter Relations Team. Directly line manage one Supporter Relations Senior Officer (I&O) and one Supporter Relations Officer (I&O). Raise expectations around team performance and ensure these are delivered upon. Hold regular appraisals, supervisions and team meetings. Set objectives, identify learning and performance needs, motivate and support the wellbeing of line reports.
3. Lead in the development and implementation of donation handling policies, standard operating procedures (SOPs), KPIs and month-end-close processes SLA's in accordance with Mind's accounting procedures.
4. Work cross-functionally to identify the biggest opportunities to improve customer experiences, reduce operational effort and costs, and implement process or income code changes to fix them
5. Provide functional expertise in a variety of income process improvement and development techniques, program management, operational excellence, and problem solving
6. Responsible for compliantly processing and submitting gift aid claims to HMRC on a (minimum) quarterly basis, whilst completing all associated and relevant follow up actions, in line with all HMRC requirements.



7. Support in the development and implementation of standardised best practise donations handling processes delivering efficiency and effectiveness, including attending briefing with user units, capturing outputs and interpreting to ensure clear requirements are defined
8. Responsible for ensuring that month end deadlines are adhered to, supporting the reconciliation and integration of data and finance systems.
9. Responsible for ensuring our range of external suppliers and platforms work to work to Service Level Agreements. Review performance and challenge where necessary to ensure Mind continues to receive good value for money and Supporters receive excellent customer service and experience. Make appropriate recommendations to Head of Supporter Relations
10. Collate and analyse performance information as required by the Head of Supporter Relations and other members of Fundraising management
11. Deliver quarterly team reports, sharing insight about Mind's income as well as explicitly measuring and analysing team performance. Ensure improvement actions are suggested and follow through to conclusion to ensure continuous improvement.
12. Responsible for ensuring the team successfully progresses through our agreed operational plans, in order to meet our ambitious strategic objectives for the period 2021-2024. Working closely with the team managers to guarantee a streamlined and focused approach.
13. Build strong working relationships with key strategic stakeholders to deliver cross-organisational objectives, within agreed timelines
14. Lead key strategic projects targeting the continuous improvement & automation of processes and systems integrations
15. Keep on top of sector wide initiatives, platforms and practices, ensuring that Mind has a suite of agile and fit-for-purpose processes and systems, utilising technology & automation wherever possible. Ensure that Supporter Relations initiatives compliment Mind's strategic aims and promote income best practice income handling across the wider organisation.
16. Have a full and expert understanding of Minds CRM (Microsoft Dynamics), its functions and its tools. Be able to troubleshoot non-technical issues and provide high level support and training to the team.
17. Responsible for ensuring all legal requirements for activities undertaken by the team as well as third party suppliers are being met, to protect Mind from financial and non-financial risks, including GDPR / Data Protection, PCI-DSS and Gift Aid regulations. This includes keeping up to date with sector initiatives and best practice.



18. Attend, contribute to and lead Supporter Relations team meetings, to inform, engage and unite the unit.

19. Implement helpful initiatives to facilitate the achievement of the Supporter Relations strategy and the development of a healthy team culture & behaviours (e.g. away days)

20. Deputise for the Head of Supporter Relations when necessary, assuming accountability for the team in their absence

This job description reflects the current scope of duties and responsibilities of the role. The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

Expectations

- To attend and contribute to team meetings, supervision and appraisal process in line with Mind's policies and procedures
- To attend and contribute to Mind staff training and any other training identified as appropriate for the post
- To travel to meetings in England and Wales, which may require the need to work unsociable hours, which may require the need for an overnight stay, evening and weekend work
- To adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law.
- To maintain an appropriate level of confidentiality at all times.
- To contribute to making Mind a greener workplace.
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All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

- Show passion for what Mind does and the changes that we are making for people with mental health problems
- Work collaboratively across teams, departments, locations and organisations
- Stand up for what they believe is best and trust in themselves and each other
- Be open to others and ourselves and show a commitment to learning
- Be open to change and respond flexibly and quickly to the changing world



- Demonstrate organisational awareness and see the bigger picture while working towards objectives
- Communicate effectively, ensuring their messages are understood and that they strive to understand others
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work
- Demonstrate a commitment to quality and improvement, through learning and analysis.

Person specification

Essential criteria

Experience

1. Demonstrable experience in developing and progressing operational plans to meet strategic objectives
2. Significant experience of successfully line managing staff including setting objectives, managing performance and staff development
3. Significant experience of delivering and improving a service, including managing and prioritising conflicting strategic priorities
4. Demonstrable experience of managing the entire charity donation handling operation, delivered across multiple sites, using both inhouse and agency fulfilment houses.
5. Experience setting, negotiating and monitoring performance to Service Level Agreements – both for internal teams and individuals as well as with external service providers
6. Demonstrable experience of dealing with finances in a work context, with excellent numerical and financial skills and working with financial targets
7. Demonstrable problem-solving experience, working on own initiative to identify problems and apply solutions with a focus on service improvement
8. Proven experience in developing management reports to enable effective performance monitoring and analysis, relevant to strategic objectives
9. Substantial experience of data management, using a customer related database, querying and data manipulation



10. Extensive proven experience of managing data entry processes on behalf of a number of internal customers
11. Experience of implementing and maintaining data entry best practice in a complex and fast-changing charity
12. Experience of managing third party suppliers to deliver on Service Level Agreements

Skills and abilities

1. A strong team leader who is able to manage and develop individuals so that they work together as a team to deliver on the departments objectives and supporting them to succeed through continual improvement of business operations.
2. Flexible and adaptable approach, able to work independently and manage a team with minimal supervision
3. Ability to provide clarity around priorities and goals for the entire functional area
4. Ability to manage growth in the team ambitions and work remit
5. A passion for excellent customer service and a customer-centric approach to solving problems
6. Ability to cultivate strong relationships with supporters, peers and senior management to get results
7. Excellent communication skills (verbal and written); ability to empathise with stakeholder needs and demonstrated success aligning across multiple teams & senior stakeholders
8. Strong analytical skills – analysing business information, designing performance metrics, deep diving to identify root causes and identify improvement opportunities using data driven decision making to drive process improvements
9. Able to simultaneously manage multiple projects and deadlines, remaining calm under pressure
10. Strong decision-making skills
11. Strategic thinker and target driven
12. Excellent IT skills including the MS Office suite and demonstrable proficiency in the use of Customer Relationship Management databases

Knowledge and understanding



1. Working knowledge of Data Protection Act, PCI Compliance Direct Debit Guarantee, Fundraising standards/codes, Voluntary Sector Regulations and HMRC regulations
2. Working knowledge of BACS guidelines including Paperless Direct Debits
3. Working knowledge of HMRC and Gift Aid requirements
4. Up to date and detailed knowledge and understanding of fundraising and customer/Supporter Services approaches and techniques
5. Understanding of and commitment to the aims and values of Mind

Desirable criteria

1. Good knowledge of Microsoft Dynamics or similar CRM database
2. Intermediate level experience of MS Excel
3. Working in a charity fundraising environment
4. Direct or indirect experience of mental health problems