



# Head of Supporter Relations

## Job Description

<b>Grade</b>	Grade F of Minds Salary Scale
<b>Type of contract</b>	FTC 18 months
<b>Directorate</b>	Fundraising
<b>Team</b>	Data & Supporter Relations
<b>Reports to</b>	Head of Data and Supporter Relations
<b>Responsible for</b>	Line Management of small team of central Supporter Relations Managers
<b>Location</b>	Flexible, hybrid working, minimum 2 days per week in Stratford/Cardiff office
<b>Hours</b>	35hrs p/w

### About the role

The Supporter Relations team vision is to become a centralised service (one stop shop) for the whole organisation, taking responsibility for all enquiries, complaints, fulfilment and financial processing.

The team's purpose is to deliver an excellent supporter experience, every time. We put supporters at the heart of everything we do and champion their voice across Mind.

As Head of Supporter Relations, you will be responsible for ensuring supporters have a positive and memorable experience of their support for Mind through the strategic management of the fulfilment agencies/suppliers, and Supporter Relations functions, ensuring the delivery of exemplary, efficient and compliant supporter care that develop long-term supporter relationships. Working in partnership with fundraising and non-fundraising teams across the organisation, the post-holder will influence best practice in customer service, fulfilment, and regulatory compliance.

Through the development of our 2021 Strategy, Mind has made a significant commitment to changing the way we work so that we can increase our sustainability, impact and continue to move closer to achieving our mission. In this role you will ensure that the voice of the supporter shapes and facilitates decision making, supporting the



organisation to deliver our strategic ambitions, within a volatile and challenging environment.

You will line manage Supporter Relations managers, overseeing their operational plans in their respective areas of expertise. You will be responsible for resource planning and providing ongoing support and escalation for the Supporter Relations Managers, as well as maintaining oversight of implementation of their operational plans and reporting on performance to senior stakeholders.

You will be accountable for the continuous improvement and embedding of excellent customer experience at Mind. As a key focus in the role, you will be responsible for building strong customer service capabilities across teams within Mind, working with other Heads and Managers across the organisation to identify gaps in capacity and capability.

The Head of Supporter role sits within the Data and Supporter Relations team and oversees the Supporter Relations Team. The Data & Supporter Relations team is responsible for driving the organisational integration, deliver excellence in customer service and Data management throughout Mind.

## Key Responsibilities

1. Accountable for the success of Supporter Relations function at Mind and owning the successful implementation of the Supporter Relations strategy for delivering exceptional supporter care to Mind's supporters, reflecting Mind's ambition of providing excellent supporter experience for all its stakeholders.
2. Accountable for the Supporter Relations team and all fulfilment supplier relationships relating to the Supporter Relations function
3. Lead, develop and inspire a Supporter Relations team who directly support, steward, develop and retain supporters through great one-to-one supporter care, and provide an effective and efficient management of income and fulfilment, to ensure supporters receive appropriate responses to their contact with Mind and help drive increased support
4. Manage direct reports, acting as professional role model and coach, encouraging individuals to identify new opportunities to substantially increase



customer experience, promote excellent customer services and operational efficiency in financial management across the organisation.

5. Accountable for ensuring customer feedback is captured in a robust and structured way so that it can be fed back to the business as insight led recommendations that drive business change
6. Lead the Supporter Relations team, focusing on delivery of operational plans against targets and KPIs, applying clear and consistent Performance Management in line with Mind's policies and values
7. Drive efficiency within the Supporter Relations team, ensuring the team is functioning without waste
8. Work with the Compliance team, Senior CRM and Data Services Manager and other stakeholders within the organisation in establishing regular risk assessment processes around data handling, identifying any potential risks and impacts, and enabling processes for the management and mitigation of those risks.
9. Ensure that we have a clear framework in place to measure supporter satisfaction across all our fundraising/income generating activities and customer services and a plan to deliver improvements.
10. Monitor trends in Supporter Relations within both the Charity and commercial sector and identify emerging opportunities and gaps that Mind could capitalise on.
11. Work with the Fundraising Operations Manager to create and implement a framework for regulatory compliance across fundraising, ensuring compliance is effectively monitored, measured and managed across all fundraising methods and suppliers.
12. Accountable for the development and delivery of a supporter care programme that is tailored, relevant and inspiring – to ensure supporter experience is central to planning in fundraising by early engagement on product and campaign development and continual championing of the importance of this in successful income generating activities.
13. Accountable for creating and updating of robust supporter Relations related policies and procedures.
14. Collaborate with other teams across the organisation to integrate supporter services plans, working particularly closely with Public Fundraising teams to create an holistic view of supporters and jointly deliver a great experience through a range of touchpoints



15. Accountable for maximising Gift Aid opportunities across the organisation
16. Accountable for ensuring that all legal requirements for activities undertaken by the Supporter Relations team as well as third party suppliers managed by the team are being met, to protect Mind from financial and non-financial risks, including GDPR / Data Protection, PCI-DSS and Gift Aid regulations.
17. Accountable for Supporter Relations quarterly KPI reporting.

These responsibilities reflect 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

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

### Role expectations:

- Keep abreast of internal and external developments and respond accordingly.
- To attend and contribute to supervision and appraisal process, meetings, training, and other events as required.
- To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law.

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.
- Take responsibility for their decisions.
- Attend and contribute to Mind staff training and any other training identified as appropriate for the post.
- Occasionally travel to meetings in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening and weekend work.
- Ensure that all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures.
- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law.
- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business need
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.

## Person specification

### Essential criteria

1. Experience of line managing staff including setting objectives, managing performance and staff development
2. Experience of providing strategic and operational foresight ensuring business needs are understood and met
3. High level experience of leading a successful customer service team who deliver exceptional standards



4. Experience of working as a part of and alongside senior management teams to deliver shared objectives and implementing changes to achieve strategic goals
5. Strong analytical skills, able to analyse information effectively (including financial information), identifying the causes of problems and propose realistic and practical solutions to address them based on knowledge and understanding of an organisation and its operating environment
6. Understanding of and commitment to the aims and values of Mind and someone who promotes and embeds behaviours and values in line with Mind's strategic priorities
7. Proven ability to establish credibility with senior stakeholders, excellent influencing skills to build and maintain relationships and work collaboratively
8. Excellent planning and organisation skills to be able to plan and organise work at both a strategic and operational level for yourself and your team, and to deliver work to agreed timescales and standards
9. Excellent communication (written and verbal) and interpersonal skills with experience of producing reports and presentations for a senior audience, such as Snr. management team.
10. Excellent planning and organisation skills to be able to plan and organise work at both a strategic and operational level for yourself and your team, and to deliver work to agreed timescales and standards
11. Significant experience of handling challenging and complex queries/complaints, remaining professional and acting in line with appropriate policies and procedures.
12. Proven experience developing and monitoring management information reports to enable effective team performance to defined goals.
13. Experience of recommending and developing processes to support fundraising/marketing activity, based on collation and analysis of customer feedback
14. Substantial experience of data management, using a customer related database, querying and data manipulation, as well as maintaining data entry best practice in a complex and fast-changing charity.
15. Working knowledge of various legislations for example Data Protection Act, PCI Compliance Direct Debit Guarantee, Fundraising standards/codes, Voluntary Sector Regulations and HMRC & Gift Aid regulations



## 16. Experience of working with complaints management

### Desirable criteria

1. Working knowledge of Microsoft Dynamics or similar CRM database
2. Good knowledge of Excel and reporting functions
3. Working in a charity fundraising environment
4. Direct or indirect experience of mental health problems
5. Experience of managing third party suppliers to deliver on Service Level Agreements