



Supporter Relations Senior Officer: Supporter Care

Job description

Grade	Grade D of Minds Salary Scale
Type of contract	Permenant
Directorate	Fundraising
Team	Data & Supporter Relations
Reports to	Head of Supporter Relations
Responsible for	4 x Permanent Supporter Relations Coordinators 1 x Fixed Term Supporter Relations Coordinator
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office
Hours	35hrs p/w

About the role

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

The team is made up of our frontline Supporter Care team, alongside our Income & Operations team, who are responsible for handling all aspects of the donation processing procedure.

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.

This particular role plays a key part in delivering the Supporter Relations ambitious new 3 year strategy. Reporting to the Supporter Relations Manager: Supporter Care, you will be responsible for managing a team of five Supporter Care Coordinators. The Supporter



Care team is the first point of contact for all supporter/donor queries by telephone and/or email.

You will be responsible for ensuring the team are delivering outstanding customer service to supporters, so that their experience of Mind is second to none, leaving them feeling valued and committed to on-going support. You will also ensure that service level agreements and key performance indicators are met. Alongside team management, you will support key projects that are necessary to meet key deliverables in our Supporter Relations 3 year strategy. Finally, you will encourage a culture of continuous improvement, ensuring Mind delivers a sector leading, reliable and engaging experience.

Key Responsibilities

1. Line manage the Supporter Care team coordinators, raise expectations around team performance and ensure these are delivered upon. Hold regular appraisals, supervisions and team meetings. Set objectives, identify learning needs, motivate and support
2. Champion high quality customer care, monitoring and reviewing written and verbal communications with supporters to ensure continuous improvement and high standards. Including implementing innovative ways to retain, engage and excite Mind supporters.
3. Put processes and procedures in place to ensure agreed SLA's and KPI's are being met, in line with strategic goals. Undertake clear improvement actions when they are not being met
4. Ensure Minds fundraising activities are fully supported by an effective administrative process and operational support.
5. Monitor and manage arising issues, implementing solutions including interim communications and processes to minimise impact on the supporter.
6. Deliver necessary training, briefings and resources to allow the team to effectively handle all queries and tasks to the highest standard. Support the team in handling more complex enquiries, complaints and project work, and lead by example in delivering exemplary supporter care
7. 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.



8. Work closely with key stakeholders to maintain a good understanding of their activities to provide a proactive and supportive service of their work. Build strong working relationships and efficient processes to meet agreed deliverables, freeing up fundraisers time and meeting shared objectives.
9. Implement operational or project actions assigned by the Supporter Relations Manager: Supporter Care or Head of Supporter Reactions, enabling completion of strategic objectives
10. Ensure learning from complaints and customer feedback is logged, reported back to appropriate team and acted upon, to ensure continuous improvement and greater customer satisfaction
11. Deliver quarterly team reports with the aim of maximizing insight about our supporters across the organization, as well as increasing knowledge of our work, to colleagues. Including both quantitative and qualitative analysis.
12. Collate and analyse performance information as required by Supporter Relations management and other members of Fundraising management.
13. Use insight and analysis to proactively recommend ways to improve the supporter experience. This includes keeping up to date with sector initiatives and best practice.
14. Documenting, testing and implementing new or improved business processes including training of staff/ suppliers as required.
15. Where necessary, be the team representative on cross functional projects to ensure the supporter is at the heart of everything we do. Work closely with key stakeholders such as the Supporter Engagement team and Donor Experience Manager.
16. Support team manager and officers to ensure 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.
17. Deputise for the team managers, assuming responsibility for the team in their absence.

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. Significant understanding and experience of providing excellent customer service. Including managing conflicting priorities, problem solving and always focusing on service improvement.
3. Significant experience of handling challenging and complex queries/complaints, remaining professional and acting in line with appropriate policies and procedures.
4. Experience setting, negotiating and monitoring performance to Service Level Agreements – both for internal teams and individuals, as well as with external service providers.
5. Experience of delivering training and briefings to individuals and teams, ideally within the realm of customer service
6. Proven experience developing and monitoring management information reports to enable effective team performance to defined goals.
7. Experience of recommending and developing processes to support fundraising/marketing activity, based on collation and analysis of customer feedback



8. 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.
9. Up to date and detailed knowledge and understanding of fundraising and customer service approaches and techniques
10. 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\

Desirable criteria

1. Good 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