



Supporter Relations Manager: Supporter Care

Job description

Grade	Grade E of Minds salary scale
Type of contract	Permenant
Directorate	Fundraising
Team	Data & Supporter Relations
Reports to	Head of Supporter Relations
Responsible for	Supporter Relations Senior Officer x 1 Supporter Relations Officers x 2
Location	Flexible - hybrid mix of homeworking and time in Stratford 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. 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 Supporter Care team, comprised of nine full time members of staff. You will directly line manage one Supporter Relations Senior Officer (SC) and two Supporter Relations Officers (SC).

You will be 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.

You will need to measure and monitor team performance against service level agreements and key performance indicators, guaranteeing an excellent service for our internal and external customers.

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.

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. Manage the Supporter Care 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 Supporter Care unit within the Supporter Relations Team. Directly line manage one Supporter Relations Senior Officer (SC) and two Supporter Relations Officers (SC). 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. Proactively plan and manage staffing and skill levels within the team to effectively meet the demands of service, activity levels and fundraising activities. To include the recruitment of permanent/temporary members of staff, volunteers, appropriate allocation of resources and effective succession planning/cover arrangements.



4. Deliver, manage and continuously develop all aspects of performance within the Supporter Care team, to meet or exceed targets, service levels and Mind strategic objectives.
5. Lead, develop and inspire a supporter-facing team who directly recruit, engage, steward, develop and retain supporters through great one-to-one supporter care
6. Work collaboratively to develop and deliver a supporter care programme that is tailored, relevant and inspiring - deepening engagement with the cause, providing ease of interaction and personal complaint management
7. Support the team in handling complex complaints, leading by example in delivering exemplary supporter care. Responsible for submitting relevant complaint, compliments and feedback reports and information for quarterly quality reporting.
8. To take responsibility for the team corresponding effectively with supporters and stakeholders using creative and engaging methods of communication, including written, verbal and electronic mechanisms
9. 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.
10. Develop and support staff in improving the quality, commitment and morale whilst encouraging a culture that concentrates on content and delivering an effortless, accurate and engaging interaction with supporters.
11. Responsible for ensuring gift aid requirements and processes are being followed across the team, taking advantage of all opportunities in order to maximise income and meet gift aid targets
12. Manage relationship with contact centre provider,
13. Collate and analyse performance information as required by the head of Supporter Relations and other members of Fundraising management
14. Deliver quarterly team reports, sharing insight about Mind's income as well as explicitly measuring and analysing team performance. Identify customer



service trends and determine system improvements. Ensure improvement actions are followed through to conclusion to ensure continuous improvement

15. 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.
16. Lead key strategic projects targeting the growth of the unit, supporting our vision of a 'one stop shop' delivering excellent customer service, every time
17. Build strong working relationships with key strategic stakeholders to deliver cross-organisational objectives, within agreed timelines.
18. Keep on top of sector wide initiatives and job knowledge by participating in educational opportunities, maintaining personal networks, and participating in professional organizations. Ensure that Supporter Relations initiatives compliment Mind's strategic aims and promote income best practice income handling across the wider organization
19. Seek out and utilise external customer service assessment programmes (e.g. mystery shopping) to gain insight into service standards. Obtain and report on benchmarking information, comparing service to similar organisations across the sector.
20. 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.
21. 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.
22. Attend, contribute to and lead Supporter Relations team meetings, to inform, engage and unite the unit.
23. 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)



24. 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.

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, tracking and progressing through operational plans, meeting strategic objectives
2. Demonstrable experience of line managing staff including setting objectives, managing performance and staff development
3. Significant experience of delivering and improving customer service, including managing and prioritising conflicting strategic priorities
4. Experience setting, monitoring and developing performance to Service Level Agreements – both for internal teams and individuals as well as with external service providers.
5. Demonstrable problem solving experience, working on own initiative to identify problems and apply solutions with a focus on service improvement
6. Proven experience in developing management reports to enable effective performance monitoring and analysis, relevant to strategic objectives
7. Substantial experience of data management, using a customer related database, querying and data manipulation
8. 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
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
6. Ability to cultivate strong relationships with supporters, peers and senior management to get results



7. Excellent proven written and verbal communication in all areas with excellent attention to detail
8. Evaluation and analytical skills to be able to develop and refine business processes as required to solve arising operation issues
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. Proven ability to act on own initiative and be proactive
13. Able to effectively recognise and respond to problems and queries
14. 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

- Good knowledge of Microsoft Dynamics or similar CRM database
- Intermediate level experience of MS Excel
- Working in a charity fundraising environment
- Direct or indirect experience of mental health pro