



## Edinburgh Dog and Cat Home Job Description

<b>Job Title</b>	<b>Supporter Engagement Officer (Telephone)</b>
<b>Reporting to</b>	Legacy and Individual Giving Manager
<b>Location</b>	Edinburgh Dog and Cat Home / Hybrid
<b>Contract</b>	£21,000-£23,000 per annum Full time - 35 hours per week Permanent role

### Duties and responsibilities

Support the stewardship and growth of the Home's supporter base predominantly through telephone conversations.

- Support the 'companion' regular giving scheme, engaging current donors via telephone, as well as email and SMS to thank, upgrade their donation amount or reactivate lapsed donors.

- Support the Home's individual giving programs and campaigns, engaging with donors and prospect donors through telephone, email and SMS to thank them for their existing support, update them on the work of the Home and solicit both one off donations and regular companion gifts.
- Support with soliciting one off and regular donations through raffle and lottery products.
- Provide ad hoc telephone stewardship support to the community, corporate and events teams as required.
- Maximise Gift Aid from all eligible individual gifts through, delivering gift aid telephone, SMS and email campaigns.
- Work with the Legacy and Individual Giving Manager and wider fundraising team to develop the Home's donor journey, to ensure tailored, timely and appropriate asks.
- Provide excellent, professional and tailored supporter centric communication to all supporters
- Use Beacon database to research, identify and approach existing donors with potential for conversion to regular donors, sponsors or memory tree donors.
- Ensure that any mid-level and high-level donors are passed onto the appropriate manager for ongoing stewardship.
- Work closely with the Fundraising Administrator and Fundraising Database Administrator to ensure the Home's CRM system is kept up to date, with clean and accurate supporter data.
- Ensure to champion the Home and it's work at all times in a professional, friendly and engaging manner, adhering to the Home's brand guidelines and key messages.
- Evaluate and report on results to your line manager.
- Work with the rest of the fundraising and communications team to plan and implement coordinated messaging across supporter groups.
- Keep up to date with innovation, changes, legislation and good practice in your area of fundraising ensuring to put this into practice.
- Ensure a continuous development of skills and knowledge required for the post, undergoing training and review as required by the Home.
- Any other reasonable duties commensurate with the post.

<b>Person Specification</b>		
	<b>Essential</b>	<b>Desirable</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Demonstrable experience in a telephone fundraising or telephone marketing / customer service role</li> <li>• Experience of donor or customer stewardship and engagement</li> <li>• Experience of fundraising or sales</li> <li>• Experience of working with a CRM database and utilizing its functions to record communications</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of carrying out fundraising telephone campaigns – recruiting donors, upgrading donations and reactivating lapsed donors</li> <li>• Experience of developing donor journeys</li> </ul>
<b>Skills and Knowledge</b>	<ul style="list-style-type: none"> <li>• Excellent communication – listening and response skills</li> <li>• Strong story-telling and negotiation skills, both verbal and written</li> <li>• Good research skills to identify prospective support</li> <li>• Excellent IT skills with knowledge of how to use and maximise a CRM system effectively</li> <li>• Strong relationship management skills</li> <li>• An analytical thinker with strong attention to detail</li> </ul>	
<b>Personality</b>	<ul style="list-style-type: none"> <li>• Positive professional attitude</li> <li>• Friendly, outgoing manner, able to develop and sustain long term working relationships with people at all levels</li> <li>• Persuasive advocate for animal welfare</li> <li>• Resilient and able to handle negative responses and complaints during telephone campaigns</li> <li>• Hands on and target driven approach</li> <li>• Have a creative and constructive approach to challenges and opportunities</li> </ul>	

	<ul style="list-style-type: none"><li>• Ability to adapt positively to changing demands and priorities</li></ul>	
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