

Title: Supporter Engagement Coordinator

Location: Bristol area but working across sub-region and Gloucestershire

Charity Profile: We are Great Western Air Ambulance Charity, dedicated to providing an air ambulance and critical care service across Bristol, North Somerset, Bath & North East Somerset, Gloucestershire, South Gloucestershire and parts of Wiltshire. From fundraisers to highly skilled paramedics to senior consultants, we are a team, working to save lives that would otherwise be lost. Our work is deeply satisfying, and every member of the team is committed to this service, and to saving as many lives as we can. We seek to continually develop and adapt our activities to meet the needs of local communities, being innovative and creative in our approach.

Job Summary: Work with a wide variety of supporters in a particular geographical area to maximise their engagement with GWAAC and the support we receive from them, over sustained periods.

Hours of work: 28 - 35 per week, to be agreed with successful candidate

Salary: ~£27,000 FTE, depending on skills and experience

Main Areas of Responsibility:

- Provide excellent stewardship for supporters and stakeholders, including community groups and organisations, legacy pledgers, in memory supporters, former patients, mid-level donors and other people requiring individual stewardship.
- Ensure our existing supporters feel valued, engaged and retained through regular communications, opportunities to get involved with our work and excellent thanking practices.
- Communicate with supporters and potential supporters through all relevant channels, including written, in person, event attendance, telephone, email, social media and via relevant online platforms.
- Cultivate a positive and engaging online presence through developing appropriate social media networks and contributing to online content.
- Develop existing supporters to broaden their support into other areas, enhancing their lifetime value and maximising sustainable income.
- Work collaboratively with colleagues (e.g. Individual Giving Manager, Events Coordinator, Communications and Marketing Team) to identify people requiring individual stewardship and bring them under your management.
- Work collaboratively with the Volunteer Coordinator to recruit, engage, retain and effectively utilize a volunteer workforce for the benefit of the charity.
- Work collaboratively with our Great Western Heartstarters team to build mutually beneficial relationships with schools and other relevant groups.
- Work collaboratively with the Events Coordinator to promote challenge events and run events to engage our stakeholders.
- Work collaboratively with the Communications and Marketing Team on engaging digital and print communications and media to engage your target audiences.
- Work collaboratively with the clinical crew to engage and support former patients, in memory and other supporters effectively.
- Proactively identify and secure new supporters and/or types of support through tailored approaches to community groups and organisations, and others as appropriate.
- Proactively identify, prepare and submit grant or award applications to community groups, small public bodies (e.g. parish councils) and others as appropriate.
- Contribute to the creation and development of fundraising products, campaigns and initiatives.
- Prepare and give talks and presentations to a wide variety of audiences.
- Develop and maintain a deep level of knowledge of your allocated geographical area, demonstrating GWAAC's connection to the local communities there, and enabling you to work through networks to maximise opportunities for the charity.
- Report progress against plans and objectives, make recommendations for change and take action to address areas for improvement.
- Comply with all legal requirements, regulations and codes of practice governing fundraising activity.

- Ensure all supporter and other records are maintained accurately and in a timely manner, including sufficient information to assist in supporter segmentation.
- Act in accordance with GWAAC's values, code of conduct, policies and procedures.
- Uphold GWAAC's brand, values and reputation at all times, through acting with professionalism.
- Regularly work outside of office hours, for example attending evening or weekend meetings or events (TOIL is available).
- Occasionally travel outside our region e.g. for events or training.

This description does not attempt to describe all the activities of the post but rather illustrates with examples the main role of the post holder. It is therefore subject to alteration and development and will be reviewed jointly with the post holder and management.

Person Specification

Skills, knowledge and experience	
Relevant experience in charity fundraising	E
Significant experience in successfully acquiring and stewarding community groups	E
Experience in engaging and motivating volunteers over sustained periods	E
Demonstrable experience of improving donor care, thanking and stewardship	E
Experience of improving supporter engagement to minimise attrition and increase lifetime value.	E
Experience of building effective, sustainable relationships with key stakeholders, externally and internally	E
Excellent written and verbal presentation skills to engage and inspire supporters, confidently and with compelling patient stories and explanations of GWAAC's work	E
Good admin, data recording and IT skills including Outlook, Word, PowerPoint and Excel	E
Sound understanding of the regulations regarding donor data collection, recording, storage and analysis	E
Good understanding of the Fundraising Regulator Code of Conduct and other relevant codes, regulations and legislation	E
Knowledge of Gift Aid regulations	E
Demonstrable experience of managing projects and balancing multiple priorities	E
Experience of successfully applying for public body grants	D
Experience in stewarding legacy pledgers and maintaining their support	D
Experience in stewarding in memory supporters sensitively through different experiences	D
Experience of working with service beneficiaries and their families to support them in their recovery, leave a lasting positive impression of our work and secure their future support in the way they choose	D
Deep knowledge of one or more areas that GWAAC serves, including the geography, community groups, local organisations, local media and local identity	D
Experience of using a fundraising database to effectively segment and target supporter groups efficiently and effectively	D
Experience of Donorflex CRM	D
Experience in managing contracts with external organisations	D
Experience in recruiting and managing volunteers	D
Marketing or communications experience	D
Personal qualities	
Committed to the vision, values and work of Great Western Air Ambulance Charity	E
Committed to safeguarding, equality, diversity, sustainability and social responsibility	E
Internally driven with the ability and motivation to problem-solve and deliver high quality work	E
Excellent interpersonal skills, with ability to develop strong relationships, internally and externally	E
Ability to work collaboratively as part of an effective multidisciplinary team	E
Ability to work independently on own initiative, creating plans, timetables and structures to organise work effectively, identifying conflicting demands and establishing clear priorities	E
High standards, commitment to meeting deadlines and excellent attention to detail	E
Exceptional organisational skills, flexibility and a can-do attitude	E
Champion of positive change, committed to professionalism and excellence	E
Other requirements	
Willingness to work outside normal office hours, depending on the demands on the role	E
Willingness to travel regionally and occasionally nationally for events, meetings and training	E
Compliance with organisational policies, procedures and Codes of Conduct	E
Driving licence, or alternative means of travelling around our urban and rural area effectively	E
Use of own vehicle, with business insurance	D