**Job title:** Supporter Engagement Officer

**Reports to:** Supporter Engagement Manager

**Based from:** Bristol, with part of the week spent remotely in Bath or North Somerset areas

**Charity Profile:** We are Great Western Air Ambulance Charity, dedicated to providing air ambulance and critical care services across Bristol, North Somerset, Bath & North East Somerset, Gloucestershire, South Gloucestershire and parts of Wiltshire. From volunteers to Specialist Paramedics, from senior Consultants to retail and fundraising staff, we are a team, working to save lives that would otherwise be lost. We seek to continually develop and adapt our activities to meet the needs of local communities, whilst impacting nationally and influencing global pre-hospital care. 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.

**Job Summary:** The Supporter Engagement Officer will work within the Supporter Engagement Team to provide the best possible care to our incredible supporters, who are the lifeblood of GWAAC. The role will work with a wide variety of supporters to maximise their engagement with GWAAC and the support we receive from them, over sustained periods.

**Hours of work:** 21 - 35 hours per week

**Salary:** £23,000 - £25,000 FTE depending on skills, experience and relevant qualifications

**Major Areas of Responsibility:**

* Manage supporter queries and proactively communicate with supporters allocated to you in a manner that enhances GWAAC’s reputation, encourages additional support and secures ongoing commitment to GWAAC.
* Ensure that donations and offers of other support are appropriately recorded, responded to and thanked, promptly and efficiently.
* Maximise our ability to claim Gift Aid, based on understanding of eligibility and regulations.
* Provide excellent stewardship for your allocated supporters and stakeholders, including community groups and organisations, 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.
* Attend events where/when appropriate e.g. community fundraising events, cheque presentations, talks.
* 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.
* Research and develop our knowledge of our current and potential supporters, and how we can maximise our relationships with them.
* 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, including making use of volunteers to assist with appropriate tasks, offering them a rewarding experience which contributes to our aims.
* 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 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.
* Coordinate requests for GWAAC attendees at events, book speakers and prepare resources required.
* Develop and maintain a good level of knowledge of your allocated geographical area, demonstrating GWAAC’s connection to the local communities there.
* Develop and maintain a good knowledge of GWAAC’s operations and fundraising activities.
* Report progress against plans and objectives, make recommendations for change and take action to address areas for improvement.
* Ensure all supporter and other records are maintained accurately and in a timely manner, including sufficient information to assist in supporter segmentation.

**Working relationships, contacts and expectations**

* Work within the Supporter Engagement Team to fulfil the objectives of the team.
* Forge close working relationships within your team and with the wider Fundraising Team in particular, to ensure our supporters receive a consistent and joined-up experience from us.
* Work with the Communications and Marketing Team and the Finance and IT team as appropriate.
* Regularly work unsociable hours, for example attending evening or weekend meetings or travel outside our ‘area’.
* Maintain an appropriate level of confidentiality, professionalism and discretion at all times.
* Comply with organisational policies, procedures and internal and external Codes of Conduct, regulations and laws.

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

**Person specification**

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|  | Essential | Desirable |
| Education | Able to demonstrate a good level of general education, including English and Maths | Qualifications in relevant areas |
| Previous experience | Experience of delivering high quality customer or supporter care  Experience of fundraising  Experience in working or volunteering with community groups  Experience of building effective, sustainable relationships with key stakeholders, externally and internally  Experience of engaging and motivating stakeholders over sustained periods | Experience of working in a charity in a fundraising or supporter care role  Experience of managing projects and balancing multiple priorities  Experience of successfully applying for funding  Experience in working with fundraisers  Experience of using CRM databases  Experience in working with volunteers  Marketing or communications experience |
| Skills, knowledge, ability | Excellent written and verbal presentation skills to engage and inspire supporters, confidently and with compelling explanations of GWAAC’s work  Good admin, data recording and IT skills including Outlook, Word, PowerPoint and Excel  Knowledge of confidentiality, GDPR and data protection requirements  Knowledge of one or more of the geographical areas that GWAAC covers | Deep knowledge of one or more areas that GWAAC serves, including the geography, community groups, local organisations, local media and local identity  Understanding of the Fundraising Regulator Code of Conduct and other relevant codes, regulations and legislation  Knowledge of Gift Aid regulations  Valid full UK driving licence |
| Aptitude and personal characteristics | Committed to the vision, values and work of Great Western Air Ambulance Charity  Committed to safeguarding, equality, diversity, sustainability and social responsibility  Internally driven with the ability and motivation to problem-solve and deliver high quality work  Excellent interpersonal skills, with ability to develop strong relationships, internally and externally  Able to work collaboratively as part of an effective multidisciplinary team  Able to work independently on own initiative, creating plans, timetables and structures to organise work effectively, identifying conflicting demands and establishing clear priorities  High standards, commitment to meeting deadlines and excellent attention to detail  Exceptional organisational skills, flexibility and a can-do attitude  Champion of positive change, committed to professionalism and excellence | Use of own vehicle |