

JOB DESCRIPTION

Head of Supporter Engagement

Background

As a member of the Royal Osteoporosis Society team, your role exists to work with colleagues to ensure better bone health for everybody and help people to live well with osteoporosis.

Our mission is to improve the bone health of the nation and prevent osteoporosis by influencing healthcare providers and professionals; supporting services to help our beneficiaries; and driving research. We do this through living our charity values and we all work together to realise a future without osteoporosis.

The way we deliver our vision and mission is important. In this role, the decisions you make and the way you behave to deliver our mission, should reflect our organisational values. We have three guiding **values: caring, influential and innovative.**

We have eight supporting **beliefs** which guide every decision you make on behalf of the ROS, and in turn, the way we live our values.

We believe:

- We put our beneficiaries at the heart of everything we do
- In spending every £1 wisely
- We are the collective voice of people with osteoporosis
- We are the recognised experts in osteoporosis and bone health
- We have the knowledge and influence to change policy and healthcare systems
- Asking for money is vital
- We can achieve more together than on our own
- Everyone with osteoporosis should be able to live well and manage their conditions in ways that best meet their needs

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The Head of Supporter Engagement reports directly to the Director of Development and is part of the Leadership Team (the second tier of organisational leadership feeding into the Senior Management Team).

The post holder has direct responsibility for the planning and implementation of fundraising activity across Individual Giving, Legacy, Membership and Community & Events income streams in order to achieve annual targets and maximise supporter engagement.

The post-holder is also responsible for the identification, scoping and development of potential new fundraising and income streams for the charity.

As one of two Deputies in the directorate, the Head of Supporter Engagement also has financial and reporting responsibilities to support the Director and will provide representation at meetings and Board as required.

The charity

The ROS has an active membership network of over 20,000 people. We're proud of our current network but we know we can reach more of the 3m people living with osteoporosis in the UK. We know many more people engage with our services – for instance our Helpline which attracts 13,000 calls per year – than sign up to become members or volunteers. We want to achieve a step change in levels of public awareness around osteoporosis and of the charity itself. This key appointment will craft and curate a membership offer which is inspiring and life-changing for people living with osteoporosis. He or she will drive income through dynamic, eye-catching campaigns which inspire fundraising income through winning hearts and minds.

The Role – key duties and responsibilities

Leadership

- Deputise for the Director of Development when required
- Lead by example and build effective working relationships at all levels within the directorate and across the charity to build cohesion between teams, to foster a culture and ways of working which allows the charity to maximise income generation potential
- Lead, inspire and manage the Supporter Engagement Team, creating a positive and resilient culture
- Ensure the team has the structure, skills and competencies to deliver now and in the future

- Provide insight and counsel on the fundraising environment; identify viable emerging trends and opportunities and enable the charity to innovate to take financial advantage as appropriate
- Work with colleagues across the organisation to identify existing and new sources of activity that can support fundraising and other income generation
- Establish and develop effective working relationships with external partners and stakeholders

Operational Management

- Across Legacy, Individual Giving, Membership, Community and Events, develop and implement engagement, acquisition and stewardship programmes to ensure supporters and funders enjoy an excellent experience and are inspired to develop and diversify their support of the charity
- Support the development of the Annual Business Plan
- Contribute to the charity's long-term income strategy, developing existing fundraising income streams and identifying and exploring new, diversified and sustainable sources of fundraised income
- Manage income pipelines of leads, prospects and funders per income stream, RAG rating, identifying and managing risk as appropriate
- Collaborate with members of the Leadership Team to ensure we identify new fundraising opportunities and support the development of innovative new sustainable propositions and product solutions
- Work with the Head of Marketing and Communications:
 - on the development and ongoing review of the supporter journey strategy to maximise supporter lifetime value
 - leverage supporter acquisition and development opportunities presented by campaigns and awareness-raising activity
 - utilise customer insight and analytics to inform, refine and optimise fundraising and communications activity
- Recruit, energise and retain volunteers so they become advocates and fundraisers for the charity. This element will potentially include oversight of our volunteering engagement employees following consultation with other teams on the shaping of a refreshed volunteering offer

Performance Management

- Develop clear plans which incorporate meaningful evaluation, measurement and KPIs
- Maximise the data, engagement and income opportunities presented by operational activity.
- Evaluate and improve performance using key evaluation tools and activity monitoring, and foster a culture of continuous improvement among teams
- Address in a timely manner under- or misdirected performance or under-achievement by individuals, team and/or operational strategies, processes or procedures.
- Identify and make costed recommendations with regard to efficiencies and opportunities for income generation

Financial Management

- Accountable for the planning, monitoring and delivery of agreed annual income targets and management of the expenditure budget for, Individual Giving, Community & Events, Membership and Legacies
- Develop and produce highly professional and accurate reports that update on fundraising activity and provide strong measurement; ensure that variances are quickly identified, and remedial action taken to address them
- Working with the Head of Partnerships and Philanthropy, support the monitoring and forecasting of income, highlighting areas of concern to the Director of Development
- Working with the Management Accountant, produce monthly income reports for the Executive Team across all areas of voluntary income.
- Provide timely reports on project-managed income designations for the Executive and Board.
- Produce reports for Finance, General Purposes and Audit Committee of the Board and represent the Director at meetings as required.

Data Management

- Keep abreast of and ensure compliance with data protection, fundraising and direct marketing legislation, guidance and best practice
- Working with the People and Governance Lead, establish and monitor processes for gathering and maintaining GDPR-compliant consent
- Contribute to the establishment of a culture of clear, prompt and concise record keeping which complies with data management legislation and best practice and facilitates supporter engagement
- Ensure our beneficiaries' needs are central to the team's activities, that high standards of supporter service are maintained; that any complaints are acted upon in a timely manner and that appropriate records are kept
- Act as key contact for the Fundraising Regulator and provide reporting in line with requirements.

Person Specification

Essential

1. Commitment to the values of the charity
2. Solution-focused and pro-active, with a "can do" attitude
3. Extensive and proven line management and performance management experience
4. Demonstrable experience of planning, implementing and evaluating successful fundraising campaigns
5. Extensive understanding of fundraising best practice, regulation, data protection and ethical guidance relating to fundraising and direct marketing
6. Strong analytical, financial and budgetary management skills
7. Strong writing skills, with the ability to turn complex concepts into compelling cases for support
8. Experience of managing external suppliers
9. Excellent project management skills, with a proven ability to meet tight deadlines
10. Ability to work independently and to tight deadlines
11. Well organised and a good planner, but flexible enough to respond to a fast-moving environment
12. Ability to liaise with and influence people at all levels – e.g. donors, funders, trustees, volunteers
13. Exceptional communication (both written and verbal) and organisational skills, a keen eye for detail and ability to work well with others at all levels of the organisation
14. Strong facilitation and negotiation skills
15. Excellent administrative, time management and presentation skills
16. Excellent problem solving, decision-making skills and the ability to understand complex subjects quickly
17. Excellent understanding of The Fundraising Regulator, Charity Commission and GDPR 2018 requirements
18. Ability to work unsociable hours a handful of times to attend relevant events around the UK.

Desirable

1. Professional fundraising or marketing qualification
2. Experience of Microsoft Dynamics

The Royal Osteoporosis Society operates an Equal Opportunities Policy and does not discriminate on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, and ethnic or national origin), religion or belief, sex (gender) and sexual orientation