



**THE DONKEY
SANCTUARY**

Supporter Development Officer – Lottery

Band: 9

Responsible to: Supporter Development Manager

Directly responsible for: N/A

Our Vision and Mission

The Donkey Sanctuary is working for a world where donkeys and mules live free from suffering, and their contribution to humanity is fully valued. We will achieve this by transforming the quality of life for donkeys, mules and people worldwide through greater understanding, collaboration and support, and by promoting lasting, mutually life-enhancing relationships.

Overall Purpose

To provide operational support to the Supporter Development Manager across a variety of fundraising products and channels. You will be responsible for delivering fundraising programmes to supporters with the aim of delivering an improved income and increased lifetime value through compelling donor centric journeys.

Main Duties and Responsibilities

- To deliver key fundraising campaigns where you would specialise in (but are not limited to) the ongoing stewardship programme associated with The Donkey Sanctuary's new lottery product.
- To work closely with the Supporter Development Manager to review effectiveness of products and campaigns using insight and data provided by the Customer Relationship Management (CRM) team and the Performance and Insight Manager and plan accordingly;
- Work closely with the Individual Giving Acquisition team to ensure seamless approach to donor care;
- To manage income and expenditure effectively and provide regular updates and reports to the Supporter Development Manager;
- To work across other fundraising products and channels in addition to the lottery, to deliver a truly supporter-centric experience. Activity including a sponsorship product, newsletter and telephone appeals, raffles and digital campaigns.
- Liaise regularly with the Supporter Development Manager and assist in the generation of annual planning, income growth and target delivery;
- Develop, implement and review sound segmentation and testing strategies;
- To work closely with internal teams to deliver effective fundraising campaigns and maximize cross-selling opportunities;
- Develop a deep understanding of supporters to plan campaigns effectively;
- Develop strong positive relationships with peer groups across the organisation to facilitate the successful delivery of your programmes;
- Work closely with the Performance and Insight Manager to effectively plan how your campaigns can contribute to higher response rates, greater average gifts and a reduced attrition rate;
- Regularly review the position of your campaigns in supporter journeys and innovate with programmes of testing by working closely with your Supporter Development colleagues;
- Liaise closely with philanthropy and legacy teams to develop effective funnels into mid-level giving and legacy programs;
- Work closely with the Insight and Performance Manager to generate thank you and impact communications;
- Work closely with colleagues to deliver an effective plan to build active direct debit donor base;
- Monitor performance and address any over/under delivery;
- Carry out any other reasonable duty as may be required.

Responsibilities of all Donkey Sanctuary Employees

- To work within the Charity's guidelines with regard to conduct, recognising its policies with regard to equality, and showing respect and co-operation towards fellow colleagues;
- Under Health & Safety legislation, all staff must work in the safest possible way in order to ensure their Health & Safety and that of all others who may be affected by their actions;
- Demonstrate a commitment to continuing personal development;
- To co-operate with management and colleagues to promote good communications through sharing appropriate information and building positive working relationships;
- Contribute to making The Donkey Sanctuary a safer environment for vulnerable people (children & adults);
- Act as an Ambassador for the charity at all times.

Hours

35 hours per week. This is a multi-site 7-day operation and there may be some requirement to work flexibly to meet the needs of the charity.

Location

Based at The Donkey Sanctuary, Sidmouth, however, there may be occasions when the post holder may be requested to work at another location considered reasonable by the Charity.

Person Specification
<p>Essential:</p> <ul style="list-style-type: none"> ▪ Experience of working with supporter or customer data in the context of planning and evaluating direct marketing activities. ▪ Experience of working in a supporter/customer development environment; ▪ Excellent organisational skills with the ability to plan and manage a variety of simultaneous projects to tight deadlines; ▪ Able to demonstrate excellent customer service skills; which includes successful experience of dealing with enquiries and complaints from supporters/members of the public; ▪ IT literate (MS Word, Excel, PowerPoint); ▪ Be literate in the use of office.com and associated apps ▪ To be familiar with the principles of Direct Marketing ▪ To demonstrate innovation and ambition ▪ To be familiar with CRM systems including Raiser's Edge ▪ Proactive approach to work with a keenness to progress in supporter development; ▪ Strong team worker, communicator and self-motivator; ▪ Excellent attention to detail. <p>Desirable:</p> <ul style="list-style-type: none"> ▪ Experience of working with external agencies to deliver high quality work on time and on budget. <p>Personal Attributes:</p> <ul style="list-style-type: none"> ▪ A friendly and approachable personality; ▪ Self-motivated with a flexible attitude; ▪ Maintains performance, professionalism and composure when under pressure; ▪ Able to work as part of a team; ▪ Ability to present a positive professional image of The Donkey Sanctuary at all times.

Note: To reflect any changes within the Charity during the next few years, the scope of this role will be regularly reviewed and may evolve to meet those needs. Any changes will be agreed in advance with the post holder and confirmed in writing.