

ACTION MEDICAL RESEARCH

JOB DESCRIPTION

Job Title:	Senior Manager - Data & Supporter Services
Department:	Supporter Services
Working Base:	Home-based with occasional travel to meetings in South-East England
Reporting To:	Director of Fundraising
Responsible for:	Fundraising Database Analyst and Data & Supporter Services Officer

Job purpose

Lead the Supporter Services team to optimise operations, ensuring excellence in customer service and supporter experience.

Oversee and deliver the efficient collection, analysis, and management of supporter data to inform decision-making, utilising data insights to identify trends, measure campaign effectiveness and maximise supporter engagement.

Work closely with the Fundraising teams to maximise the impact of supporter data across the organisation.

Principal tasks and responsibilities

- Develop and implement processes for importing data into Raiser's Edge (fundraising database), including registration details, donor and payment information such as direct debit payments, recurring gifts, cheques, vouchers, and payments from third-party platforms.
- Manage the Supporter Services function, including the main Charity switchboard (Microsoft Teams), taking credit card payments and dealing directly with supporters and volunteers and dealing with any bespoke requests as and when required.
- Liaise with the Charity's outsourced fulfilment house to ensure effective response handling of appeal donations and efficient processes relating to incoming post and any administrative support that is required.
- Produce reports, spreadsheets, and create data selections to support the Charity's fundraising activities (including providing data for the Charity magazine Touching Lives, Events registration workbooks, Special Events dietary requirements, sponsorship chases and any other marketing activities) as required.

- Prepare monthly Gift Aid claims for the charity.
- Develop and lead a high-performing team, fostering a culture of accountability and continuous improvement. Provide mentorship, training, and support to team members to enhance their professional development.
- Work closely with the Finance Department to ensure that any fundraising income is accurately coded and recorded on Raiser's Edge and imported into the Finance System, so budget holders can efficiently and easily monitor and forecast income. Provide reports and any extra detail needed from Raiser's Edge to support monthly management information.
- Work alongside the Communications team, ensuring that there is a smooth data flow from the Charity website into Raiser's Edge, ensuring that codes, attribute values and reference data are all accurate and up to date.
- Ensure that all supporter data is processed in a compliant way, with particular reference to GDPR and PECR.
- Stay abreast of emerging technologies and tools related to supporter services and data management, evaluating, implementing, and optimising technology solutions to enhance supporter interactions and data utilisation.
- Contribute to the Fundraising Management Team meetings and development of the department as a whole.
- Other duties of a compatible nature that may be required from time to time by the Director of Fundraising.

This job description is a statement of requirements at the time of writing; it should not be seen as precluding future changes.

Person Specification

Skills

1. Excellent communication and interpersonal skills, with the ability to build positive relationships both internally and externally.
2. Exceptional analytical and problem-solving skills with a data-driven mindset, including the ability to manage complex tasks.
3. Good self-organisation and time management, capable of working to strict deadlines.

4. Excellent numerical skills and attention to detail and the ability to manipulate data from multiple sources.
5. Willingness to work as part of a team, deliver personally and share a wide range of roles and responsibilities. Participate in and contribute to discussions, meetings and other activities.
6. Passion for the mission of Action Medical Research and improving children's health.

Knowledge and experience

1. Proven experience in leadership roles related to supporter services, data management or a related field.
2. Wide knowledge of relational customer CRM/charity databases (Raiser's Edge would be a benefit) and an understanding of which elements could be applied to the requirements of the Charity.
3. Strong understanding of data protection regulations (including GDPR) and ethical fundraising practices and staying informed about changes in relevant regulations.
4. Fully conversant with all common IT packages.
5. Understanding of and adherence to accepted customer services principles – courtesy, patience and tact, proactivity in resolving problems, and the need to record full and detailed information at every opportunity.
6. Proven line management skills.