

Job Description

Job Title: Supporter Care Executive
Reports To: Head of Fundraising Services
Directorate: Global Fundraising
Location: Haywards Heath
Direct Reports: n/a

Context:

Sightsavers' vision is of a world where no one is blind from avoidable causes and where visually impaired people participate equally in society. We are an international organisation working with partners in developing countries to eliminate avoidable blindness and promote equality of opportunity for people with disabilities.

We have around 350 staff worldwide, with our head office based in Haywards Heath. The Global Fundraising team is responsible for raising around £30m of largely unrestricted income.

The Individual Giving team is responsible for recruiting new supporters via printed, broadcast, face-to-face and digital media. Relationships with these supporters are then developed so as to maximise lifetime value to the charity, predominantly by generating ongoing cash donations, regular gifts, and legacy pledges.

Sightsavers has Individual Giving programmes in Italy, Sweden, Norway, UK, Ireland and India. India and Ireland are managed independently from head office although close collaboration between teams is needed.

The Fundraising Services team will sit alongside Direct Marketing and Digital Marketing and Analysis within the Individual Giving Directorate.

1) Job Purpose

This role is a crucial role within the Global Individual Giving team, and is responsible for helping to deliver excellent supporter care across the UK, Ireland, Sweden and Norway. The post holder will need to do what matters to our supporters for the benefit of Sightsavers, so that supporters and potential supporters are highly impressed by the customer experience they receive from us. It is vital that the service our supporters receive will lead them to enhance their relationship with Sightsavers either financially or non-financially, and encourage them to persuade others to support Sightsavers too.

2) Main Responsibilities

1. To be directly responsible for efficiently responding to supporter and wider audience enquiries and donation pledges; adding value, taking every opportunity to promote and exceed expectations.

2. Deliver a first class experience to supporters by engaging in positive conversations through various communication channels, such as email, telephone and written media, meeting internal SLAs.
3. Maintaining and updating the FAQs for agencies.
4. Assisting with agency training and briefing.
5. Processing whitemail from agencies, within SLA.
6. Assisting in managing external agencies, including monitoring performance.
7. Working with the Head of Fundraising Services on other projects as required.

3) Key Contact/Relationships

1. Digital Fundraising, Direct Marketing and Fundraising Analysis (within IG)
2. Major Giving Directorate
3. Ireland, Italy & India Fundraising Teams
4. Finance Teams
5. External suppliers

4) Knowledge, Skills and Experience

1. Proven experience in a Customer Service environment dealing with the public by letter, email and telephone.
2. An ability to manage multiple priorities and ensure deadlines/service levels are met.
3. A thorough understanding of data entry is essential.
4. Good typing skills are required and the jobholder must be computer literate with a good understanding of how information systems can support the efficient and effective delivery of customer service.
5. Excellent interpersonal and communication skills with the ability to remain calm under pressure.
6. A professional and accountable approach to all areas of work with the desire and commitment to continuously improve.
7. A positive and flexible approach.
8. An understanding of and commitment to equality of opportunity for disabled people.

5) Nature and Scope

This role is a new post in the Fundraising Services team. There is opportunity to help shape the role and be involved in supporting global projects.