

# Person Specification

<b>Post Title:</b> Supporter Engagement Coordinator – Campaigns, Appeals and Regular Giving		<b>Grade 4</b> <b>Department:</b> Development		
<b>Criteria relevant to the job</b>	<b>Essential</b> Requirements necessary for safe and effective performance in the job	<b>Method of Assessment</b>	<b>Desirable</b> Where available, elements that contribute to improved/immediate performance in the job	<b>Method of Assessment</b>
Qualifications and Training	English and Maths GCSE grade A-C  Educated to Degree level or with relevant experience	Application form	Marketing based Degree or similar qualification / equivalent experience  Fundraising experience within Individual Giving (appeals, campaigns and regular giving)	Application form

<p>Experience</p>	<p>Proven track record of project managing and delivering successful campaign from conception to implementation and evaluation.</p> <p>A good understanding of the principles of customer (supporter) care and the measures that are used to achieve high levels of customer satisfaction.</p> <p>Experience of working with donors and an understanding of 'The Donor Journey'</p> <p>Experience of inputting &amp; extracting data from databases, producing reports, and analysing data trends to guide activities (segment data and target campaigns).</p>	<p>Application form / Interview</p>	<p>Previous experience with Donorflex or another fundraising database such as Razors' Edge.</p> <p>Experience in the voluntary sector or within a fundraising role.</p> <p>Experience of building strong relationships with key stakeholders and donors.</p> <p>Experience of public speaking.</p> <p>Experience of coordinating web content.</p> <p>Experience of coordinating events.</p> <p>Experience of producing design briefs.</p>	<p>Application form / Interview</p>
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	<p>Experience in supervising volunteers and / or less experienced staff members in their roles.</p> <p>Experience of networking within the community to promote key messages and make appropriate fundraising asks.</p> <p>Demonstrable experience of achieving set targets.</p> <p>Experience of planning a marketing campaign to ensure set KPI's are delivered</p> <p>Experience of writing, copy and editing texts for publication.</p> <p>Experience of digital platforms to support campaigns and fundraising</p>		<p>Fundraising experience within Individual Giving (appeals, campaigns and regular giving)</p>	
<p>Skills and Knowledge</p>	<p>A good understanding of database and Customer Relationship Management packages</p> <p>Excellent administrative skills.</p> <p>Proficient IT Skills in MS office, particularly Excel, Word, Outlook and Publisher.</p> <p>Good organisational and project management skills with the ability to <u>prioritise workload and to meet deadlines.</u></p>	<p>Application Form / Assessment / Interview</p>		<p>Assessment / Interview</p>

	<p>Attention to detail and accuracy.</p> <p>Ability to influence and negotiate.</p>			
Personal Attributes	<p>Excellent communication skills and an enthusiastic team player.</p> <p>Strong interpersonal skills - ability to build good internal and external relationships, both with staff, supporters and volunteers, at all levels.</p> <p>Ability to work under time constraints.</p> <p>Ability to juggle a range of projects by prioritising workload.</p> <p>To be able to meet deadlines.</p> <p>Ability to use own initiative to deliver against set objectives.</p> <p>Creative flair and ingenuity – ability to contribute new ideas.</p> <p>Able to evidence behaviour consistent with the Hospice values of professionalism, choice, integrity and reputation</p>	Application Form / Interview		Interview

Special Requirements	A flexible approach and willingness to work outside agreed hours when required.  Willingness to train and learn new skills.  The ability for independent travel is essential.	Application form/ Interview		Application form/ Interview
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**Signature of Post holder:**

**Date:**

**Signature of Manager:**

**Date:**