



## JOB DESCRIPTION

<b>JOB TITLE</b>	<b>Supporter Development Officer</b>
<b>TEAM</b>	<b>Fundraising &amp; Marketing</b>
<b>RESPONSIBLE TO</b>	<b>Fundraising and Development Manager</b>
<b>RESPONSIBLE FOR</b>	<b>Fundraising volunteers</b>

### OVERALL ROLE

To maximize income secured through DWT's supporters, with a focus on developing tailored supporter communication journeys for sub-groups of supporters, legacy marketing, major and mid-level donor stewardship programmes and developing and implementing individual giving fundraising activities. This is a full time role (1.0 FTE) based at Brooklands Farm.

#### 1. Key responsibilities

- Develop and implement tailored supporter communication journeys to improve stewardship of supporters, leading to better retention and income development.
- Work with the Director of Fundraising & Marketing to develop and implement DWT's legacy marketing programme, primarily targeting DWT members.
- Work with the Director of Fundraising & Marketing and the Development Manager in developing and implementing DWT's mid and major donor fundraising programme.
- Develop the income derived from our supporters through a programme of insight-led fundraising activities; including appeals, raffles, animal adoptions and other schemes.
- Help with the analysis of DWT's supporter data, to identify trends and patterns that will aid supporter stewardship.
- Ensuring supporter data concerning stewardship, donations, legacy pledges and other fundraising information is kept up to date on the CRM system.
- Providing support for the Development Manager with small/medium grant applications for specific DWT projects or conservation work.
- Promote and develop activities to maximise 'in memoriam' income.
- Report on the progress of fundraising activities against targets, compile statistics and maintain financial records.
- Where necessary provide administrative support for fundraising activities, for instance administration relating to legacies, in-memoriam donations, stewardship events etc.
- Provide direction for fundraising volunteers, including training.

#### 2. Other Duties

All staff are expected to:

- Undertake any other duties appropriate to the post as delegated by the line manager.

- Contribute to other Dorset Wildlife Trust activities when required, to deliver the aims of the Strategic Plan.
- Engender a culture of public engagement and membership recruitment within the team.
- Abide by organisational policies and procedures laid down in the Staff Handbook, including promoting equal opportunities particularly with regard to volunteer work.
- Ensure that Health and Safety policies and procedures are met in all aspects of the role.

Some evening and occasional weekend working may be required with time off in lieu. There also may be periodic travelling within the county with occasional journeys further afield; DWT pool cars are available but own vehicle may be needed. A valid driving licence is a requirement of this position. Overnight stays are only rarely required.

## **PERSON SPECIFICATION**

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### **Experience**

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The post holder will be expected to have relevant experience in the following areas:

- Minimum one year's experience in a charity fundraising capacity (essential).
- Implementation of legacy and in-memoriam fundraising programmes (essential).
- Developing tailored supporter journeys (essential).
- Analysing supporter data (essential)
- Prefer relevant experience of major donor fundraising programmes (desirable).
- Prefer relevant experience of working in marketing (desirable).
- Working with volunteers (desirable).

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### **Area B Knowledge**

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The post holder is expected to have knowledge of the following:

- A degree or qualification in fundraising, marketing, or extensive knowledge of fundraising and supporter journey communications.
- Supporter stewardship and creation of tailored supporter journeys
- Principles of legacy and/or major donor fundraising.
- Principles of marketing.
- Knowledge of the volunteer ethic and how the third sector operates.
- Knowledge of current UK conservation issues preferred.

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### **Area C Skills/Qualifications**

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The post holder will require the following skills/qualifications:

- Excellent verbal and written communication skills.
- Excellent networking skills.
- Excellent influencing skills.
- Excellent organisational skills.
- Good interpersonal skills.
- Good presentation skills.

- Good time management and prioritisation skills.
- Good computer skills (Word, Excel, Powerpoint).
- Ability to train, supervise and work with volunteers.
- Valid driver's license.

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**Area D PERSONAL QUALITIES**

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|--------------------------------|---------------------------|
| • Drive, energy and enthusiasm | Presentable appearance    |
| • Initiative                   | Flexibility               |
| • Self-confidence              | Independent               |
| • Tact, diplomacy & integrity  | Determination             |
| • Patience                     | Personable                |
| • Eye for detail               | Pride in quality of work. |
| • Commitment to the cause      | Creativity                |
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Director's signature: ..... Date.....

Post-holder's signature:..... Date.....