

# Supporter Engagement Coordinator

(1.0 FTE)

JOB DESCRIPTION

This job description describes the tasks that will be required of the job holder but does not form a part of the job holder's Employment Agreement. This Job Description is likely to change from time to time, to ensure that the role continues to best serve CAP's Mission. Therefore, flexibility on the part of the job holder is required.

## Location of the Role

CAP Head office, Penrose, Auckland

## Purpose of the Role

The main priorities of the Fundraising, Marketing and Communications Department (FMC) are to:

- Increase awareness of, and goodwill towards, CAP as a key organisation in tackling poverty and its causes
- Enhance donor engagement and commitment, making supporters feel part of a movement
- Optimise the donor journey and develop initiatives which generate income
- Build strategic relationships/partnerships with purpose, in order to grow CAP's income.

The Fundraising Team sits within the FMC Team, and play a vital role in the growth of CAP, driving the majority of CAP's overall funding and carrying the vision that inspires people to give.

The Supporter Engagement Coordinator works closely with the Supporter Experience Lead on CAP's day-to-day supporter relations tasks to help build lasting relationships with new and existing supporters. Ensuring accuracy of donations and reporting, and increasing essential one-off and regular funding. They do this by acquiring, supporting, retaining and re-attracting supporters through various touchpoints on their donor journey. This role oversees key daily processes and holds a pivotal role in data management, analyzation and reporting to ensure we are connecting with supporters in the best way possible.

## Key Relationships

Department: Fundraising, Marketing and Communications (FMC)

Reports to: Fundraising Manager

Direct Reports: None

Key Internal Relationships: Fundraising Team – collaborate with and support the Key Supporter, Fundraising Events and Supporter Experience teams to deliver a first-class supporter experience

Finance Team – liaise with the Finance team to ensure accuracy of supporter payments and payment information

Marketing & Communications Team – working together to create and refine communications with supporters

Key External Relationships:      Supporters (Life Changers, One-Off givers, Key Supporters, and potential supporters) - developing and maintaining these relationships to ensure new donors are attracted and retained

Church Partnership – working together to hit Life Changer targets through CAP speakers

Local Banks – liaise with local banks to ensure accuracy of supporter payments and payment information

## Role Accountabilities and Responsibilities

### 1. Key Accountabilities

- **Monitor giving income** – manage daily finances, and question any irregular giving, to ensure giving is up to date and supporters are thanked in a timely manner.
- **Grow Life Changer numbers** – manage the process of accurately setting up new Life Changers with local banks and Direct Debits, as they come in from multiple streams, to hit new LC targets.
- **Reduce Life Changer attrition** – reduce attrition rates, by contacting stopped givers and asking them to restart their giving, to hit LC restart targets, and strategising new initiatives to reduce Life Changer stops.
- **Data Analysis and reporting** – develop and implement the reporting and forecasting mechanisms for all regular and one-off income streams across Fundraising, Marketing and Communications, and update key internal stakeholders required to grow CAP's understanding of income and our supporter database. Ensure accuracy of supporter information when working collaboratively with other key leaders within CAP. Using various tools, such as Salesforce, Excel and other software to enter, modify and extract data.
- **CRM Department Owner** – maintain CRM interactions with donors and supporters, pull data for donor campaigns and ensure data accuracy with current and new information.
- **Post Event Processing** – manage the post event process of all Fundraising activities relating to finances, ensuring details are added to the database accurately and income is followed up and in our account in an appropriate timeframe.

### 2. Other Responsibilities

- **Supporter phone line and post** – be responsible for all calls and post that comes through to the Fundraising Team. Be a first responder for picking up supporter calls and process incoming post in an appropriate manner and timeframe.
- **Leading new projects** – lead-out projects as they come up, relating to operational plans, to generate new streams of funding and grow our current stream of funding.
- **Life Changer calling** – support in all related weekly Life Changer calling, to follow-up supporters in a professional manner.
- **Life Changer Increase calling** – support the process of asking current Life Changers to increase their regular giving, to grow CAP's regular income and hit LC increase targets.
- **Supporter Email inbox** – be responsible for the inbox to ensure that we are responding to all donor queries in a professional manner and within set timeframes, while adhering to CAP's tone guide.
- **Support Fundraising Team** – with additional operational projects, events across the year, additional calling support, and administrative tasks as they arise.
- **Manage data in CAP's supporter database** – enter and modify data on the database as related to the role, to ensure accuracy of information.

### 3. Participate in organisation-Wide Activities

#### Pertaining to Organisational Identity & Culture:

- Participate in daily and weekly prayer meetings with colleagues for the work of CAP and its clients.
- Attend, and sometimes present at, conferences and away days to learn and grow in the work together with colleagues.
- Participate in Te Ao Māori learning and development opportunities, including within CAP.

#### Pertaining to Donor Engagement:

- Regularly invite personal contacts to contribute to CAP's 'Life Changer' regular giving program and participate in office activities to this end, including an annual thankyou calling evening.
- Help out with 3-4 CAP Church Talks per year around Aotearoa, either by supporting or doing the talk.

## Requirements of the Role

#### Personal attributes & values

- A strong personal alignment with the foundational Christian philosophy, organisational identity, culture, and values of CAP.
- Ability to work well and professionally.
- Ability to work comfortably and well in a workplace where a variety of expressions of Christian faith are represented, including those that tend to be 'charismatic'.
- Ability to work comfortably and well in an NFP organisation that seeks to honour Te Tiriti o Waitangi in the way work is done.
- Ability to work comfortably and well in an environment which demonstrates the Christian gospel with stakeholders, shares about Jesus Christ as appropriate, and prays.
- Ability to work under time pressure, and a willingness to – when the work requires it - flexibly to work evenings, and weekends

#### Role-specific attributes and attitudes

- Teamwork & Cooperation – creating and encouraging team spirit and working together to achieve the greater purpose
- Resilience – the determination to persevere and give ones best, even when faced with challenges or pressure
- Attention to Detail – the ability to follow process and maintain a high level of data integrity to ensure donors receive the best possible experience
- Influencing – excellent verbal and written communication skills, with the ability to connect with people and to inspire donors to take action.

#### Skills, knowledge, expertise & experience

- 2+ years' experience in fundraising or customer service environment (preferred)
- Demonstrated database coordination, data entry and processing skills with a high level of accuracy
- Computer literate - confident user of Microsoft Office
- Familiarity or competence with Salesforce or other Cloud based CRM systems (preferred)
- Experience in customer retention, supporter acquisition or similar (Preferred)

**Statement of Acceptance**

The Employee will perform the duties set out in this Job Description. These duties may be modified and updated by the Employer from time to time following consultation with the Employee. The Employee also agrees to perform all other reasonable duties and comply with reasonable instructions issued by the Employer.

*I confirm that I have read and understand this Job Description, and agree to abide by the duties, tasks and accountabilities within it.*

Signature:

Date:

Name: