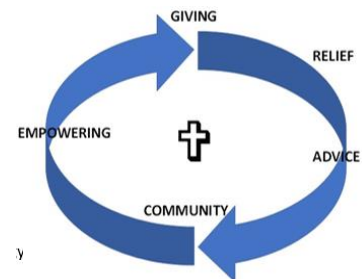


Job description	Supporter Care & Engagement Coordinator
Based at	Hope House, Beeston
Part time	16 hrs (usually over 3-4 days)
Reporting to	Support Manager



At Hope Nottingham, we:

- Put others first – promoting the wellbeing of our team and our community
- Listen – to ensure we hear and respond to the needs of others
- Adapt - we are willing to embrace change with a 'can-do' attitude
- Are accountable – to ourselves, the organisation and our community
- Embrace Hope Nottingham's Vision, Mission and Values



About Hope Nottingham

We are a Christian charity whose vision is to inspire and grow communities of HOPE across Nottingham, where local people are enabled to support those in need, providing resources, spiritual support and reducing loneliness.

Purpose of role

The Supporter Care & Engagement Officer will be key in engaging, involving, and inspiring existing and potential supporters of Hope Nottingham by building excellent relationships via a variety of communication. They will develop content across our channels, bringing the voices of our community to life. The role is integral to our strategies for engaging our people as well as local churches, schools, organisations, and businesses, increasing brand awareness, celebrating our impact, and achieving long-term financial and food stocks sustainability.

Key responsibilities (this is a broad job role and direction on priorities will be provided)

Local Engagement

- In conjunction with Senior Managers, develop and regularly update an effective calendar of engagement activities throughout the year
- Lead on our work in raising awareness of Hope Nottingham in local communities and across Nottingham generally
- Increase our visibility and relations with organisations, churches, and non-Christian groups through a programme of speaking engagements (personally and via recruited volunteer speakers)
- Grassroots work to gain and maintain support from schools, colleges, Universities, and local groups / organisations including traditional activities e.g. outdoor events / sales
- Lead on 'Charity of the Year' and other corporate partnerships, ensuring the partner organisation is fully supported and engaged and the partnership impact is maximised
- Handle media enquiries and appearances in a professional and engaging manner as required

Supporter Communications

- Act as brand champion, embedding our Vision, Mission and Values and using a consistent tone of voice, language and messaging are used across the organisation for a wide range of audiences
- Develop and maintain a positive and professional relationship between Hope Nottingham and our supporters through various channels to maintain and grow their support

- Lead on the organisation of any physical and virtual supporter events and associated administration (including Trussell Trust Collection Days)
- Develop engaging, relevant, and creative content (including some Christian related content) for supporters, utilising skills, and knowledge of other team members for support e.g. talks, presentations, blogs, infographics, videos, assisting the Support Manager with monthly newsletters
- Develop proactive outbound communications as required, including offers to talk/present, event invites, care calls to donors and sponsorship follow ups
- Assist in the production of additional reports, such as impact reports, and internal communications such as training resources
- Ensure compliance with all aspects of GDPR and contact preferences

Social Media

- Manage our social media channels (Facebook initially with development of LinkedIn and Instagram) to ensure engagement and reflection of the varied activities of the charity, ensuring a focus on celebrating impact, volunteering, and partnerships
- Motivate staff and volunteers across the network to input, overseeing any volunteer led social media
- Website page maintenance and updates as necessary.

Fundraising and Food stock generation

- Produce a varied and effective suite of easily accessible fund/food raising resources (posters, packs, info booklets/leaflets and impact reports via Canva or similar, updated seasonally)
- Take responsibility for shaping and implementing monthly giving campaigns, and keeping our giving platforms up to date with inspiring information
- Work with our Bookkeeper as necessary to ensure maximum benefit from our supporter database (Beacon) with effective and inspiring 'thanking' processes
- Develop a comprehensive food stock generation plan, working closely with other team members and foodbank volunteer teams to effectively generate sufficient stocks for each foodbank in our network

Storytelling and Impact

- Oversee the process/guidelines for collecting personal case studies both internally and externally
- Ensure equality, diversity and inclusion and the voices of our guests, volunteers and partners are brought to life in all aspects of communications, content, and storytelling.
- Build a library of photos, testimonials (written and digital) to support internal and external communications across all activities, to include consent to share.
- Share news and stories which illustrate the importance of Hope Nottingham's work across all our guest activities and including volunteering
- Contribute to bid writing and developing Hope's written case for support as required.

Volunteer Management and Development (all staff roles)

- Lead on the recruitment, training, motivation and support of a dedicated support team of Volunteer fundraisers/speakers in accordance with Hope's Volunteer policies to raise awareness of our work, providing resources, support, advice and recognition of efforts;
- Empower and develop volunteers to ensure effective cover during staff holiday and absence and to provide an opportunity for volunteer personal development and progression;

- Report any concerns to Senior Management to agree appropriate address.

Administration

- Communicate necessary info to support the fundraising and communication strategies to staff and volunteers;
- Ensure controls including effective management of resources and controllable costs are implemented and reviewed regularly;
- Make best use of IT resources for communicating and management of info e.g., Social Media, SharePoint, Beacon, Canva;
- Take responsibility for ensuring compliance with H&S / Security / GDPR policies, supporting in the completion of appropriate risks assessments (for events), as necessary.

Other tasks

- Attend monthly meetings at Hope House, Beeston and team days required;
- Any other duties as deemed appropriate to the role;
- Support activities to promote Hope's Vision, Mission and Values and achievements and the fundraising for them;
- Other tasks related to supporting and assisting the wider team.

General responsibilities for all roles

Training and Education

- Be responsible for personal (and team where applicable) completion of mandatory training, development programs, training courses as deemed necessary to the role;
- Promote and deliver opportunities for volunteer skills development;
- Ensure annual reviews and monthly catch ups are completed in a timely and professional manner;
- Take personal responsibility for identifying gaps in personal and team knowledge / skills and taking action to rectify this.

Working relationships

- In addition to Hope's Code of Conduct and policies on professional and personal relationship boundaries, foster positive relationships with guests, staff, visitors, volunteers, and supporters.
- To act in all times in a professional manner, respecting the need of colleagues and co-operating to maintain a harmonious team working environment.

Flexibility

- Days and times may vary according to operational need. You may be required to work flexibly to cover for the absences of colleagues and for other operational reasons.
- To attend and travel to meetings / trainings / other sites as required.

Policies and Procedures

- Take responsibility for reminding self of and adhering to Hope Nottingham's policies and procedures including Health & Safety.
- Due to the nature of our community work, all staff are expected to be familiar with and adhere to our Safeguarding policies to support our work with children, young people, and vulnerable adults.

General

- Hope Nottingham aims to continually improve its service which may mean modification of structures and therefore job descriptions will prove necessary.
- You will be expected to co-operate with changes which we may need to introduce, however you will be fully consulted about any proposals that prove fundamental to your role.

This job description is not intended to be exhaustive but outlines key tasks to be undertaken. It will be reviewed as part of our staff annual review policy as a minimum and will be adapted to meet the changing needs of Hope Nottingham. All job descriptions are non-contractual.

PERSON SPECIFICATION

Criteria	ESSENTIAL	DESIRABLE
Education	<ul style="list-style-type: none"> • Demonstrable training and / or qualification in marketing and / or communications or PR or equivalent to BTEC/ ONC / NVQ - 3 	<ul style="list-style-type: none"> • Public relations • Digital skills • Marketing / Communications • GDPR
Proven ability - experience	<ul style="list-style-type: none"> • Working knowledge of charity – via marketing, comms or fundraising • Experience writing for business/charity and /or creating marketing copy/resources • Experience of developing and managing external relationships, being the ‘face’ of an organisation • Experience delivering talks/presentations • Experience managing social media channels and expanding an organisation’s reach • Experience creating, promoting, and supporting community fundraising activities • Proven experience working well in a team • Experience of planning and working effectively with multiple responsibilities and to strict deadlines 	<ul style="list-style-type: none"> • Experience of working with volunteers • Experience of supporter data entry • Experience working in a community setting • Experience supervising volunteers • Experience training others
Proven ability – skills and attributes	<ul style="list-style-type: none"> • Full computer literacy (including Microsoft office, Word and excel) • Excellent level of written literacy to produce professional and engaging communications • Proficient use of social media channels • Experience using design tools e.g. Canva with a keen visual eye • Ability to engage and motivate others • Proven organisational skills at highest level • High level verbal skills, able to relate well to a variety of people in a friendly manner • Good listening and observational skills • Ability to ensure compliance with confidentiality policies, professional standards and GDPR 	<ul style="list-style-type: none"> • Database management • Use of SharePoint • Knowledge of the Fundraising Code of Practice • Ability to solicit and listen to feedback (staff / volunteer) •

	<ul style="list-style-type: none"> • Confident to engage individuals, present to groups/speak at churches and to the media • Self-motivated, with a 'can-do' attitude 	
Managerial and Supervisory Responsibility	<ul style="list-style-type: none"> • Can demonstrate ability to guide and inspire others in the team • Ability to direct and provide advice to individuals and teams to adhere to processes (brand, storytelling, social media) • Capable to act as lead on multiple projects 	<ul style="list-style-type: none"> • Experience organising events
Accountability	<ul style="list-style-type: none"> • Can lead on social media channels and content, accurately representing the vision, mission, values and impact of Hope • Acts as representative of Hope • Committed to working collaboratively and accountably • Can take responsibility for developing and promoting food stock generation and fundraising initiatives 	<ul style="list-style-type: none"> • Willing and confident to feedback and contribute to effectiveness of procedures and strategy
Independence of action	<ul style="list-style-type: none"> • Independently minded to contribute to, support and grow our communications • Organises own work to meet set objectives • Proactive and creative in communications and relationship building • Identifies and escalates any discretionary / out of the norm matters 	
Complexity	<ul style="list-style-type: none"> • Can manage multiple responsibilities and priorities effectively • Takes initiative and uses best judgment, sometimes in challenging/complex tasks 	
Relationships	<ul style="list-style-type: none"> • Confident in liaising with internal and external supporters and partners • Can quickly build trust through expert knowledge, influencing others to adhere to Hope communication and brand standards • Warm, friendly, confident, having open mind, non-judgemental, and proactive when dealing with people / building relationships • Self-assured, friendly, and professional approach to working with colleagues both on site and remotely with Hope House • Strong two-way communication with senior management 	<ul style="list-style-type: none"> • Previous experience building relationships with churches, schools, and businesses
Direction	<ul style="list-style-type: none"> • Can work both reactively and proactively, usually reviewed monthly but with available daily support/advice as required. 	

	<ul style="list-style-type: none"> • Can follow clear procedures, but also carefully research best practice and legislation as required 	
Pressure of work	<ul style="list-style-type: none"> • Ability to work effectively in a busy environment with conflicting priorities and to calendar and event deadlines • Can take responsibility for the care & engagement of supporters across organisation • Can work to targets to expand our reach and engagement, increasing funds and food • Unflappable, can find ways to 'adapt to change /get the job done' regardless e.g. if short of volunteers at short notice or higher than expected attendance at an activity • Diplomatic, and tactful, able to support all kinds of people, addressing any inappropriate comments or behaviour positively 	
Working environment	<ul style="list-style-type: none"> • Able to work in a busy open plan office • Comfortable speaking in churches/schools or similar and in business environments • Willing to get involved in activities • Comfortable working in noisy, public spaces such as Hope café, a kitchen, foodbank store or outdoors (allotment/ events) 	
Values	<ul style="list-style-type: none"> • Maintains the highest levels of personal integrity • Personally committed to Hope Nottingham's vision & mission • • Must be willing and able to support and uphold our Christian values and communicate them across different audiences 	
Other	<ul style="list-style-type: none"> • Able to attend pre planned staff meetings (monthly at Beeston) and retreat days • Satisfactory DBS check at Basic Level • Flexible in hours to meet the needs of the business • Ability to drive and access to a car to travel quickly between sites or to meet external supporters or to events 	<ul style="list-style-type: none"> • Can work overtime if required