Job Description

**Job title:** Membership Team Manager

**Reports to:** Head of Individual Giving and Supporter Engagement

**Direct reports:** Membership Coordinator x2 and Membership & Merchandise Administrator x1

1. Main purpose of job

As the Membership Administration Manager, you will lead the Membership Team. You will be responsible for the management of the administration of our membership products, including lottery, raffle, regular giving, appeal campaigns and new individual giving products as they are developed.

You will continuously improve processes and procedures to ensure all our donors and supporters have a great experience supporting EAAA through an effective supporter journey. You will provide accurate insight into the membership donors, monitor and report on attrition and acquisition to help Individual Giving team members deliver their KPIs and budgets, and ensure that regular reports are posted in compliance with all relevant legislation.

1. Main duties/responsibilities

* To ensure consistent management of the Membership team, leading and motivating a team of diverse and talented individuals to deliver their non-financial objectives and KPI’s. Identify opportunities for development and ensuring your team are the best they can be. Carry out regular one to ones and appraisals, within agreed timescales.
* Be the lead investigator, with support from the Supporter Engagement Manager, for complaints and monitoring in relation to direct marketing, raffle and lottery activities and liaise with other agencies/charities when appropriate – escalating to the Head of Individual Giving and Supporter Engagement if required.
* Be responsible for the daily management of the key relationship with our canvassing agency (Tower Lotteries), monitoring and reporting on performance including attrition and acquisition, identifying, and delivering training needs for the canvassing team.
* Manage the team’s expenditure budget and in conjunction with the Head of Individual Giving and Supporter Engagement, you will be responsible for setting, monitoring and reporting on the expenditure budget in relation to our face-to-face canvassing agency and its activity. Taking proactive action to address any overspends, manage resources, and capitalise on opportunities and work to minimise expenditure, to ensure you do not exceed budget.
* Manage the fulfilment of the weekly lottery draw, including running the draw, reporting, and administering the prizes to the winners.
* Working closely with other colleagues across the Individual Giving and Supporter Engagement Team, to develop monitoring and reporting to support their KPIs and objectives for supporter engagement, retention, and marketing activity.
* Work closely with the CRM team to ensure regular donors, lottery and raffle players and direct marketing donors’ data, financial and personal information is recorded in a timely, compliant, and accurate way – on both the Tower Lotteries database and internal CRM (MS Dynamics).
* Ultimately responsible for the recording of all regular giving and gaming income onto the fundraising database and production of reports and analysis within set deadlines. Working closely with Finance to regularly check Direct Debit payments (including process and provider) compliance with audit requirements and review, and code all income correctly.
* Deliver innovative and effective supporter journeys for our members from both our gaming and individual giving products, including, but not limited to, lottery, raffle, regular giving and appeals. Providing an excellent supporter experience to all and making recommendations for improvements.
* Own and update key policies relevant to the role and activity. Ensure all campaigns adhere to all relevant legislation (including Fundraising Regulator, UK Charity Law, Data Protection Act and Gambling Commission). Update and develop new policies as legislation changes.
* Lead on the monitoring, reviewing, updating and standardisation of processes for recording, banking and acknowledgement of income, supporter contact and preferences for our individual giving products.
* Prepare the data and figures for Head of Individual Giving and Supporter Engagement to submit the gambling returns on a monthly basis. Ensure all other reporting in relation to our Gambling Commission licence is completed in a timely manner and in line with all regulations, in partnership with the charity's Responsible Persons.
* Manage the relationship with our direct marketing agencies and fulfilment houses, including performance management and training.
* Ensure Membership Team adherence to GDPR and all other appropriate regulatory and legislative guidelines.
* To lead by example by providing support to the wider fundraising team by attending events, and to represent EAAA at cheque presentations and/or networking events where appropriate.

1. General duties/responsibilities

* From time to time, the post holder may be required to work at any of the Charity’s sites in line with organisational needs.
* All staff must ensure confidentiality and security of information dealt with in the course of performing their duties. They must comply with and keep up to date with Charity policies and legislation on confidentiality, data protection, freedom of information and computer misuse.
* All staff are required to adhere to and act consistently with all relevant health and safety legislation and Charity policies and procedures in order to ensure that their own and the health, safety and security of others is maintained.
* Staff will actively promote the Charity’s commitment to equality and diversity by treating everyone with dignity and respect.
* All employees should take a proactive approach to personal development in order to ensure that skillsets are aligned to the demands of the role as it evolves and develops to meet the organisation’s changing needs.
* All employees have a responsibility for protecting, safeguarding and promoting the welfare of children and vulnerable adults.
* It is the responsibility of all employees to conduct all business in an honest and ethical manner.
* Staff should uphold and demonstrate the Charity’s values (Respectfulness, Accountability, Integrity, Support, Evolution).
* All staff should be aware of their responsibilities to protect the reputation of the charity e.g. social media and behaviour.
* Reporting incidents via the Datix system as part of an open and fair culture.
* Staff should be willing to undertake any activity as deemed appropriate by the charity that is in line with skills, experience and knowledge.

1. Person specification

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| **Education and qualifications** | |
| **Essential** | **Desirable** |
| A-levels or equivalent or other relevant qualification |  |
| **Experience** | |
| Essential | Desirable |
| Agency and agent liaison and management | Experience of working in a fundraising or charity environment. |
| Relevant experience working in and managing a team in supporter care or customer service environment. | Experience and knowledge of individual giving, lottery, direct marketing, raffle or regular giving products. |
| Use of a CRM within a fundraising or customer care environment. | Statistical analysis, understanding of minimum sample sizes etc. |
| Experience of using Microsoft Office (specifically) and particularly analysing data and providing recommendations | Email marketing systems knowledge |
| Knowledge of supporter/customer journey planning | Presentation/training skills |
| Good knowledge of UK Data Protection Legislation – with particular reference to GDPR |  |
| **Knowledge and skills** | |
| Essential | Desirable |
| Budget setting and management |  |
| Good interpersonal skills: able to respond to requests from colleagues in a friendly and helpful manner. | Ability to create segmentation in preparation for tailored supporter journeys |
| Ability to meet deadlines and work under pressure, prioritising and managing a varied workload. |  |
| Excellent attention to detail and accuracy. |  |
| Good written and verbal communication skills. |  |
| Ability to maintain strict confidentiality when dealing with personal information. |  |
|  | Full clean driving licence |