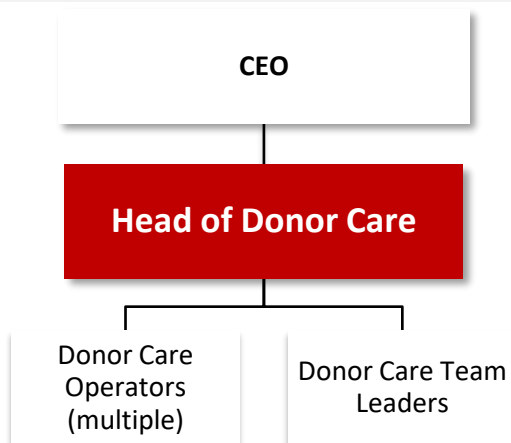


Head of Donor Care

Reporting Lines



Department	Donor Care	Reporting to	CEO
Salary Range	£40,000 to £45,000, but negotiable depending on experience	Version	DCM-JP-V2-05-2023
Subordinates	Numerous	Working hours	37.5 per week

Main Job Purpose

The Head of Donor Care is responsible for developing and implementing Action For Humanity’s (AFH) donor care strategy. This includes optimising the donor journey, building and maintaining positive relationships with donors, adopting a data-driven income generation plan, and developing and managing a successful contact centre operation.

The Head of Donor Care will manage recruitment, training, line management, shift/rota management and the overall culture of AFH’s contact centre’s staff to ensure the contact centre effectively carries out all of its functions, including through telephony, email, postal and other channels in the areas of administering donations/subscriptions, providing feedback, handling enquiries and complaints, and other general administration.

The post holder would also oversee the AFH’s Donor Care budget, GDPR, and data acquisition and retention. The Head of Donor Care would be required to analyse data and produce various reports on a monthly, quarterly, and as required basis.

Accountabilities

- Work with AFH's leadership team to develop and implement a donor care strategy which improves all aspects of the Donor Care function, archives organic growth of our donor base, as well as provides year-on-year growth in income
- Adopt a data-driven income generation plan, analysing and scrutinising data from the past to enhance organic donor growth, donor retention, and income generation for the future
- Work with Systems specialists to map out and optimise the end-to-end donor journey for all forms of contact, whether telephony, email, mail or otherwise, prioritising donor needs and enhancing donor experience in accordance with the most recent market trends and benchmarks
- Develop and manage a successful contact centre operation, taking charge of all aspects of this, including IT systems/equipment, staffing, etc
- Manage all contact centre staffing, including in the areas of recruitment, training, coaching, line management, performance management, shift/rota management/resourcing, and the overall culture of AFH's contact centre staff
- Ensure the contact centre effectively carries out all of its functions within agreed SLAs, including through telephony, email, postal, and other channels in the areas of administering donations/subscriptions/pledges, providing feedback, handling enquiries and complaints, and other general administration
- Continuously improve the Complaints Policy and its execution, enforce complaints reduction initiatives, and ensure all complaints are logged and dealt with to a positive effect
- Continuously enhance the contact centre's customer service function in all aspects, including the donor journey, sending information, reports, and receipts, etc
- Manage the department's budget, including planning, forecasting, monitoring, and evaluating, identifying areas for growth, development and cost-saving possibilities
- Create accurate and timely reports on a monthly and quarterly basis for management, as well as produce ad-hoc reports for key stakeholders
- To lead on AFH's GDPR compliance by ensuring policies and procedures are up to date, legal and industry regulations are adhered to by all departments at all times, GDPR complaints and breaches are dealt with properly, data requests are fulfilled, and databases/systems are cleansed in a timely manner
- Conduct regular audits and checks of the donor databases to ensure contact centre staff are accurately updating donor records, including in the areas of updating GiftAid, contact preferences, and mailing lists
- Shape and influence positive change in AFH's programmes, projects, processes, policies, and ways of working, by attending and contributing to leadership meetings and liaising closely with other departments, including Finance, HR, Fundraising, Marketing and Programmes
- Other ad hoc duties as required by line manager

Work Environment

- 95% indoors / office based
- 5% outdoors / travel / events / work trips etc.

Job Requirements

Education	<ul style="list-style-type: none"> • Educated to degree level, or qualified by experience • English Level 4 minimum
Experience	<ul style="list-style-type: none"> • 3-4 years' experience in charity sector Donor Care and / or Call centre management at strategic level • Budget management • Project management • Recording, monitoring , evaluating and reporting on data/statistics • Experience with Customer service, Ticket Sales and CRM systems
Skills	<ul style="list-style-type: none"> • Knowledge of the market within which AFH operates • Excellent communication and presentation skills • Excellent analytical and interpretive ability • Leading, coaching, and motivating staff • Recruitment, training, performance, and rota management
Languages	<ul style="list-style-type: none"> • Strong written and spoken English essential • Other language e.g. Arabic or Urdu (<i>Desirable</i>)