

**Job Title:** Donor Care & Supporter Engagement Fundraising Officer  
**Job Location:** Salisbury / Hybrid  
**Accountable to:** Principal Lead, Individual Giving, Legacies and Retail  
**Grade:** H  
**Hours of Work:** 37.5 hours per week

## **Purpose of the Role**

The postholder support the development, day to day delivery, and growth of ALABARÉs fundraising, maximising income while delivering excellent supporter care.

The postholder will be expected to work with, and support, the whole of the Fundraising Team across all income streams, contributing to a collaborative and high-performing fundraising culture.

## **Key Responsibilities**

### **Strategy & Growth**

- Contribute to the development and implementation of a comprehensive Fundraising strategy to acquire, retain, develop and reactivate supporters.
- Support delivery of business plans and income targets for all income streams as requested
- Keep abreast of sector trends, supporter engagement best practice and fundraising innovation.

### **Individual Giving & Appeals**

- Support on delivery of the annual programme of cash appeals, regular giving campaigns and donor communications.
- Feed into compelling fundraising propositions and supporter journeys for different donor segments.
- Grow regular giving value by inspiring donors to incrementally increase their monthly contribution.
- Draft high-quality copy when needed to feed into bespoke communications
- Maximise opportunities to recruit and retain regular givers nurturing relationships at every stage of the journey to deepen engagement and lifetime value.

## **Donor Care & Stewardship**

- Deliver high-quality supporter care so all donors feel valued, appreciated and informed.
- Steward individuals through a tailored donor journey building trust and long-term relationships anchored in impact whilst providing proactive, personalised stewardship to guide supporters from initial engagement through to potential higher value giving.
- Ensure timely thanking of higher value donations and new supporters where a bespoke approach is optimum.
- Develop tailored stewardship plans for donors at different giving levels and successfully prompt regular donors to uplift their commitment as part of their ongoing journey.
- Identify opportunities to upgrade support into other income streams.

## **Legacy & In-Memory Giving**

- Support with day-to-day promotion of gifts in Wills and legacy fundraising.
- Support with building awareness of legacy giving across supporters, staff, volunteers and stakeholders.
- Steward relationships with pledgers and potential legacy supporters.
- Liaise with families, solicitors and executors regarding gifts received from estates.
- Maintain accurate records of pledges, pipeline opportunities and realised legacies.

## **Wider Fundraising Team Support**

- Support wider fundraising income streams including community and event fundraising embed the wider community engagement fundraising activities as critical to part of the individual giving journey to strengthen relationships, deepen connection to the cause, and create natural opportunities for progression to regular and higher-value giving.
- Support the wider fundraising team to create income including corporate partnerships, trusts, philanthropy and events where required.
- Assist with planning and delivery of fundraising and supporter engagement activities.
- Share supporter intelligence and opportunities across teams to maximise lifetime supporter value.
- Act as a collaborative and proactive member of the wider Fundraising Team.
- Build positive relationships across teams including Strategic Communications and Service Delivery.
- Promote a culture where fundraising opportunities are recognised and maximised across the organisation

## **Data, Systems & Compliance**

- Maintain accurate and up-to-date supporter records using Blackbaud Raiser's Edge NXT.
- Work closely with database colleagues to segment data, brief selections and improve supporter journeys.
- Ensure all activity complies with GDPR, fundraising regulation and best practice.

## **Other Duties**

- To foster the Mission, Vision, Values and Christian ethos of ALABARÉ in a positive and responsible way.
- Work towards the outcomes in the Charity's Strategy for Growth and Resilience 2025–30.
- To be committed to safeguarding children, young people and vulnerable adults in line with organisational policies and statutory guidance.
- To adhere to the list of general duties contained within the staff handbook.
- We reserve the right to ask you from time to time to undertake any other reasonable duties as required within this role.

## Person Specification

### Experience

- Experience in two or more fundraising income streams in donor facing role/s including phone and in-person activity.
- Experience managing donor relationships and supporter communications.
- Experience using CRM systems and supporter data segmentation.
- Experience supporting income generation activity.

### Skills

- Excellent written communication skills.
- Strong relationship-building and interpersonal skills.
- Ability to manage multiple priorities and deadlines.
- Numerate and confident reporting against KPIs and targets.
- High emotional intelligence and sensitivity in donor conversations.
- Strong organisational skills and attention to detail.
- Car driver with access to a vehicle.

### Personal Attributes

- Proactive, adaptable and collaborative.
- Warm, professional and supporter focused.
- Committed to continuous improvement and learning.

The purpose of this job description is to indicate the general level of responsibility and standards expected of the post. The detailed duties may vary or develop over time according to needs without changing the nature or level of responsibility of the post.

The job role as described will be reviewed from time to time and where necessary be amended. This Job Description also forms the basis at the annual discussion of the Charity's Appraisal Programme.

Name.....

Signed .....

Date.....