

Role: Supporter Care Manager	Region/Department Audiences & Support
Reports to: Head of Membership	Pay Band/Starting Salary: Grade 5 Lower, £39,521 - £43,541 pro-rata, per annum
Location: Hermiston Quay, Edinburgh, but with flexibility to include some working-at-home under our Hybrid Working arrangements	Type of Contract: Permanent/ Full-time
COST CENTRE (e.g.:3CUZ): 2301 <i>Please note this must be provided in order for the People Team to correctly allocate this role to the relevant cost centre. This is not done via the new start form, but this job description.</i>	ACTIVITY CODE (e.g.: VSZ): MEZ <i>Please note this This is to allow the system (COREHR) to allocate the salary to the correct centre.</i>

PURPOSE

The Audiences and Support (A&S) directorate brings together a range of creative and specialist skills to build support for our charity. Working closely with colleagues across Scotland, we protect, enhance and build the Trust's reputation, positioning our charity as a leader in protecting and sharing Scotland's natural, cultural and historic places for everyone to enjoy. By listening to our audiences and placing them at the heart of what we do, we grow support for our charity; increasing membership, inspiring visits and generating vital income through philanthropic work.

The wider purpose of the role is to support delivery of a gold standard experience for members and supporters of the National Trust for Scotland - ensuring that we build meaningful, long-lasting relationships that encourage loyalty and generate further support for our charity's work.

The specific purpose of the role is to ensure excellent service and care to our many supporters, including but not limited to members, donors, and visitors. Managing a supporter care team with a team leader, 6 executives and 2 seasonal temporary workers, it's your role to lead on membership processing, managing our supporter data flows and developing supporter care initiatives which build strong relationships, offer great service and encourage future support.

Working with the Head of Membership, you'll also be involved in membership recruitment campaigns, stewardship programmes, retention strategies and membership communications. You will provide operational expertise to new membership initiatives and products and It's your role to ensure that our practice is compliant, efficient and cost effective.

This exciting role is critical to the National Trust for Scotland and strives to ensure that every interaction with our charity leaves our supporters, or prospective supporters, feeling valued and most importantly excited to continue or start their membership and support to the National Trust for Scotland.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

- Lead the supporter care team consisting of 7 to ensure that we are giving exceptional supporter care - face to face, by telephone, over email and occasionally through social media channels.
- Taking responsibility of the central management and the processing journey of memberships purchased at our properties, online and over the phone.
- You'll ensure that your team are the 'knowledge hub' of the Trust providing support to internal and external audiences. You'll be expected to know and provide training to your team on our charity activities, products and policies and be able to communicate them in a digestible way appropriate to audience.
- Working with the CRM manager, you'll provide operational skill to ensure that our data flows are managed in a compliant and effective way.
- Working with the wider directorate, you'll manage workflows and develop new processes to improve or enhance our product offering and the experience of our supporters.
- Supporting the Head of Membership, you'll provide input into new product development, stewardship and retention programmes and membership materials and communications.
- You'll motivate your team to be process driven ensuring that procedures are mapped, reviewed and updated when required.
- You'll provide guidance and templates on how we respond consistently to our supporter enquires, feedback and at times complaints to ensure loyalty and future support.
- You'll be responsible for setting and monitoring SLA's to ensure that our supporters have the best experience when connecting with us.
- You'll manage the relationship with external partners to handle fulfilment of membership materials, out of hours support and response handling.
- You'll be responsible to ensure that we spend against allocated budget
- You will work with the finance team to ensure smooth processes and successful income generation with payments, refunds and Gift Aid.
- You'll be an advocate for our members by tracking feedback and enquires to improve experience and enhance our offering.
- You'll maintain and enhance your personal knowledge, skills, and networks by playing an active role in the appropriate professional bodies. increasing the Trust's influence across the sector.

People Management

- Line management of a Team Leader and up to 7 Supporter Care Executives
- Seasonal line management of temporary staff
- Key internal relationships including properties, fundraising, marketing, communications, CRM, IT and finance teams
- Manage external agencies that provide fulfillment, distribution and back up support
- Regular reporting of team performance, key performance indicators.

Financial Management

- Responsible for input into budget preparation and monitoring; examining return on investment and ensuring all actions are taking with a view to the long-term financial stability of the Trust.

Strategic Support

Identify and recommend to the Head of Membership measures that improve service provision and supporter experience in order to drive achievement of targets and strategic goals.

REQUIRED QUALIFICATIONS, SKILLS, EXPERIENCE & KNOWLEDGE

The above outlines the key skills the job holder will need to possess and exercise. In addition, either knowledge of or experience in the following is required:

Essential

- Experience leading in a busy and fast-paced supporter or customer focused role.
- Experience in line management, including developing individuals and teams
- Experience managing projects, programmes or workstreams focused on service improvement
- Ability to take a holistic, innovative approach to service improvement taking into consideration people, organisation, processes, information and technology
- Ability to lead and motivate others in a team setting
- Logical and thoughtful, with excellent communication skills
- A positive and organized approach, strong attention to detail and excellent problem-solving skills

- Flexible, enthusiastic and able to use own initiative when appropriate
- Experience managing enquiries and complaints in an empathetic and professional manner
- Experience of using Microsoft Dynamics or other CRM systems
- Good knowledge of fundraising and marketing regulations including Code of Fundraising Practice, General Data Protection Regulation, Gift Aid and Direct Debit rules

Desirable

- Knowledge and understanding of the importance of supporter care experience in a membership or fundraising environment/organization
- An interest in Scotland’s heritage and a desire to care and protect it

The Key Responsibilities, Scope of Job, and Required Qualifications, Skills, Experience & Knowledge reflect the requirements of the job at the time of issue. The Trust reserves the right to amend these with appropriate consultation and/or request the post-holder to undertake any activities that it believes to be reasonable within the broad scope of the job or his/her general abilities.

DIMENSIONS AND SCOPE OF JOB

People Management

- Supervisory responsibility
- Close working relationship with directorate colleagues, property teams, regional teams and other directorates
- Work with external consultants, venues and suppliers as required
- Post holder will be in regular contact with a wide range of internal and external stakeholders

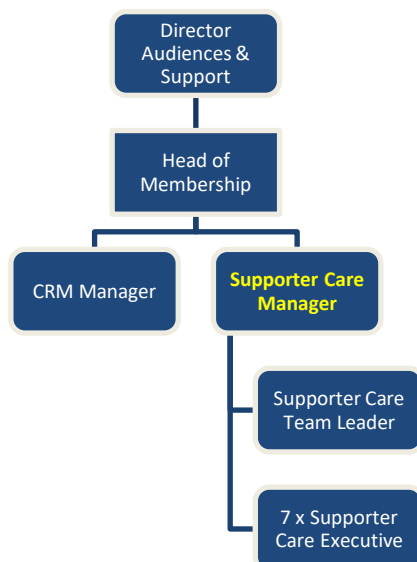
Tools / equipment / systems

- Microsoft Office systems including Microsoft Dynamics CRM, Telephone software (Horizon and KeyIVR), Payment software Sagepay, Sharepoint, Onedrive, Teams, Excel.

Example key performance indicators and targets

- Supports achievement of membership targets within Audiences & Support: £20.5m income, 82% member retention, 38,000 new member recruitment, 330,000 members in 2024/25.

Place in organisational structure:



Applications

Interested applicants should forward their Curriculum Vitae (CV) or an Application Form to the People Services Department (Applications) by email via workforus@nts.org.uk, by Sunday 7th July 2024

Please ensure your CV includes your full name and contact details, the CV file sent to us should be titled your first initial and surname. When submitting your CV please state the position and job location of the vacancy you are applying for in the subject title or body of your email: For example "Gardener - Culzean"