

## Key Supporter Relationship Manager: Job Description

### Summary

Title:	Key Supporter Relationship Manager
Reports To:	Director of Fundraising
Reports:	Volunteers
Salary:	£30,000 per annum pro rata
Location:	Home-based, flexible with access to Wiltshire
Contract:	Permanent, part time
Hours:	21 hours per week

### Overview

The Key Supporter Relationship Manager is an exciting and instrumental role at the Youth Adventure Trust. As a small charity, we put relationships at the heart of our fundraising plan and we pride ourselves on our long-term engagement with supporters.

Working closely with the Director of Fundraising, the Key Supporter Relationship Manager will be responsible for all of our individual and community fundraising activities. They will develop our new major donor and regular giving income streams, recruit and support our 'Team 25' fundraisers, engage local community fundraising groups and look after our ambassadors. The role is in its infancy and there is scope to develop, build and structure this income stream.

The Key Supporter Relationship Manager will be responsible for the good stewardship of our existing supporters as well as increasing our networks of individual supporters to maximise their engagement with the charity and the level of income raised from this group. The post-holder will be a people person and understand instinctively how to develop and maintain high level relationships with the charity's key supporters as well as a proven track record of doing this in practice. The role is varied and will require key skills and experience in relationship management, major donor fundraising, event management, organisation and communication.

In addition, the Key Supporters Relationship Manager will play an important role in delivering our ambitious plan to double the charity's income within the next five years in order to allow us to simultaneously improve our existing service and increase our capacity to help more vulnerable and disadvantaged young people.

### Key responsibilities

#### Individuals

- To coordinate and manage our major donor and regular giving programme
- To develop and implement a planned, personalised programme of careful stewardship to ensure long term relationships with all of our supporters;
- To develop strong relationships built on trust with all supporters and prospects to ensure long lasting partnerships that achieve tangible results;
- To undertake prospect research and develop prospect approach strategies, including the organisation of appropriate events to introduce potential supporters to the charity;
- To increase the charity's networks by developing and facilitating relationships with key individuals, including prospective major donors;
- To develop and deliver an effective programme of communications with Individual givers, using a range of communication mechanisms (ie. Website, press releases, social media, case studies, newsletters, corporate challenge events, individual challenges etc);

## **Ambassadors**

- To effectively manage ambassador relationships to maintain their engagement;
- To develop and deliver appropriate two-way communications with the ambassadors so they are kept informed about our work and we are able to support them in their own undertakings (eg events, book releases, social media presence etc);
- To support the ambassadors in their fundraising, awareness raising and networking activities on behalf of the charity;
- To organise ambassador programme visits.

## **Fundraisers**

- To recruit and support individuals and community groups raising funds for the Youth Adventure Trust to maximise both funds raised and their enjoyment of fundraising;
- To develop materials and resources for fundraisers to support them in their efforts;
- To recruit groups and individuals to take part in our in-house challenges and events and support them to ensure they have a fantastic experience from start to finish;
- To implement a stewardship programme which encourages our fundraisers to become long term supporters of the charity;
- To organise appropriate events and challenges to act as an introduction to supporting the charity;

## **General**

- To work closely with the Director of Fundraising to set and achieve income targets;
- To work closely with the Director of Fundraising to develop successful relationships and build a network of key individuals who support us in a range of ways;
- To review individual income and expenditure on a monthly basis and to take action to achieve agreed targets;
- To help develop a database of records for each key supporter and create a network map;
- To ensure efficient administrative procedures and processes are in place to underpin the successful management of key relationships;
- To explore and support on any activity relating to the delivery of additional income through existing and prospective key supporters;
- To maintain and update the relevant sections of the charity's website;
- To maintain accurate records and report against key performance indicators;
- Ongoing efficient use of the Salesforce database;
- To work as part of the fundraising team to achieve targets and ensure a smooth flow of information between all colleagues;
- A flexible approach to the working pattern will be required, as there may at times be a requirement to work outside the normal working week, however sufficient advance notice will be given;
- Undertake any other related duties as required;
- To always give consideration to the long term development of individual and corporate relationships for the maximum benefit of the charity;
- To act as an ambassador for the Youth Adventure Trust and help to develop long term relationships;

## **Skills and Experience**

- Experience in a major donor fundraising environment;
- Experience of managing successful relationships with key supporters and a track record in developing good relationships with new supporters/stakeholders;
- Experience in seeking out new and maximising existing fundraising opportunities;
- Experience in event management;

- An understanding of financial management procedures and the importance of record keeping;
- Excellent organisational and time management skills with the ability to prioritise work, juggle conflicting demands and meet tight deadlines;
- An excellent eye for detail;
- Excellent verbal and written communication skills;
- Skilled in the art of writing and delivering engaging and effective presentations;
- Experience in managing staff and/or volunteers
- An understanding of the use of social media as a marketing tool;
- A knowledge of fundraising best practice;
- The ability to keep accurate records;
- Strong IT skills including Microsoft office products and the use of a CRM database;
- Willingness to work variable hours and flexibility to travel occasionally;
- An understanding of good working practices when working from home;
- A passion for developing young people and improving their lives through adventure.