



JOIN US
AND HELP KEEP CHILDREN
SAFE IN THE UK, INDIA
AND EAST AFRICA

SUPPORTER ENGAGEMENT OFFICER
RECRUITMENT PACK

children^{RAILWAY}
Fighting for street children



WE BELIEVE IN A WORLD WHERE NO CHILD EVER HAS TO LIVE ON THE STREETS

At Railway Children, we fight for vulnerable children found alone and at risk on the streets, and around railways, where they face abuse and exploitation.

They find themselves living on the streets because they've nowhere else to go and nobody to turn to.

Every day we fight to change their story.

VULNERABLE CHILDREN ARE ABUSED, PIMPED, BEATEN, SOLD AND TRAFFICKED

Abusers know exactly where to find them and how to lure them in. Once in their hands, most street children are lost forever. We're there to reach them first.

With projects in the UK, India and East Africa, we aim to reach these children as soon as they are in danger and intervene before an abuser can.

Our pioneering work enables us to get to children before the streets get to them.



WE MAKE SURE CHILDREN ARE SAFE, AND KEEP THEM SAFE FOR GOOD

WE DO THIS IN THREE WAYS

ON THE STREETS

We race to reach a child on the streets before abusers, drug dealers and traffickers do. Finding them shelter, food and support is the first step.

IN COMMUNITIES

We work with families, neighbours and wider communities to raise awareness, change perceptions and to help all children get the support they need to stay safe.

WITH GOVERNMENTS

If the system doesn't change, nothing does. We lobby governments, pressurise and campaign until we get the policy changes that keep children safe for good.



WE WILL NEVER STOP FIGHTING FOR THE CHILDREN THAT NEED US

At Railway Children, we see ourselves as warriors, united in changing the long-term future for children living alone and at risk on the streets.

Our passion and values underpin everything we do. They unite us and provide the energy and optimism that drives us to work harder and harder for the children and young people we are privileged to help.

If you share our passion and our values, the chances are, you'll fit right in.

Effectiveness

Our work is constantly judged on results and impact and then assessed to ensure maximum return on investment, both in our programme outputs and financially. Every penny of donors' money is invested with care and attention to detail.

Innovation

We think outside the box, and are constantly reviewing our work to find new and improved ways of doing the best for our beneficiaries. We are a leader, not a follower and constantly push ourselves to deliver sector leading work.

Bravery

We are not afraid to push the boundaries, ask the tough questions, try new things or challenge the norm in order to change the world.

Honesty & Integrity

We will always act with integrity towards our supporters, partners and peers, acting in the best interests of our beneficiaries at all times.

Sound like you? Then read on...



THE ROLE

SUPPORTER ENGAGEMENT OFFICER

Location: Sandbach
Department: Fundraising
Responsible to: Individual Giving Manager
Hours: 37.5 per week
Salary: £25,000

JOB PURPOSE

To deliver excellent supporter care to all donors ensuring that their relationship with Railway Children with is enhanced, their support retained and increase income generation.

To ensure engagement with our supporters is insight-driven, mapping supporter journeys using a data driven methodology so that fundraising and communication can be targeted.

KEY RESPONSIBILITIES

SUPPORTER JOURNEYS

- Under the guidance of the Individual Giving Manager, maximise retention of existing supporters and grow the long-term value of the supporter base
- Maximise the effective use of insight, data and knowledge in building and maintaining long-term relationships with supporters.
- Complete an audit of current supporter journeys across the organisation.
- Implement new supporter journeys to increase engagement and improved income generation.
- Constantly research and keep up to date with current market trends in supporter relations and engagement.
- To assist Railway Children's overall fundraising efforts through the planning and implementation of improved supporter journeys and supporter care strategy and think of innovative ways to encourage further donor support and loyalty.

SUPPORTER CARE

- Ensure we provide first class supporter care and stewardship through personalising and valuing our donors, fundraisers and volunteers and to build long term relationships.
- Act as an internal and external champion for putting the supporter's interests at the core of everything we do.
- Ensure that all teams are enabled and empowered to identify opportunities and resolve issues to improve supporter care, loyalty and supporter retention.
- Deliver an action plan to enhance the effective use of data across the charity, enabling our fundraisers to grow income through improved supporter relationship management by using our fundraising database (Donorflex).
- Work in conjunction with the Supporter Services team to manage supporter preferences ensuring best practice regarding data protection, data collection and to maximise cross sell opportunity.
- Maintain a clear understanding of best practice in the fields of supporter care by developing good working relationships with peers in the sector, monitoring external development and adapting to change where needed.

- Assist in the production of stewardship materials including donor Thank you mailings, gift acknowledgement letters, seasonal cards etc.
- Maintain awareness of fundraising standards and keep up to date with any legal requirements pertaining to the non-profit sector particularly regarding supporter services and care.
- Lead by example in delivering exemplary Supporter care and help build loyal and committed supporters through high quality engagement.
- Monitor and evaluate statistics on supporter retention and welcome attrition.

MAJOR DONORS

- Be responsible for providing research into major donor networks, giving history and strategy.
- Produce research templates for major donor prospects, in line with supporter preferences and GDPR regulations to ensure the correct approach and care is given.

GENERAL DUTIES (ALL STAFF)

- Uphold and work within Railway Children's policies and procedures.
- Conduct yourself in accordance with the rules of the Child and Adult Safeguarding Policy and Code of Conduct in your personal and professional life – which includes reporting suspicions of child abuse or any other breach of these policies.
- Actively promote and embody Railway Children's core values of Integrity, Bravery, Innovation and Effectiveness across the organisation and partners.
- Travel to Railway Children's field operations as and when required.
- Undertake any other duties, as appropriate to the post, as delegated by the line manager.

Signed Date
(Employee)

PERSON SPECIFICATION

EXPERIENCE

- Significant supporter/customer care experience obtained from the commercial or charity sectors.
- Experience working in a busy environment, prioritising activities appropriately and managing multiple, conflicting priorities.
- Customer Relationship Management (CRM) database experience.
- Thorough understanding and experience of the principles of stewardship and a proven attitude of customer care.
- Demonstrate experience of applying creative thinking to innovate and develop supporter/customer services.
- Experience of coaching and training staff in customer service training.
- Experience of devising complex data segmentation and hierarchies for supporter communications.
- Experience of using digital marketing to enhance supporter engagement, development or to drive response.

EDUCATION/QUALIFICATIONS

- Excellent understanding of Data Protection and GDPR.
- Excellent understanding of customer service and complaints management practices.

KNOWLEDGE AND SKILLS

- IT literate - proficient with Word, Excel and Outlook.
- Experience of working with a supporter/client database, segmenting data and producing analytical reports.
- Proven ability to go above and beyond to exceed customer or supporter expectations.
- Excellent customer service skills.
- Excellent written and verbal communication skills.

- Reporting and analysis skills.
- Ability to organise work to meet deadlines.
- Ability to use initiative.
- Self-starter, able to maintain a positive and enthusiastic approach to meeting the needs of a challenging workload.
- Meticulous attention to detail and accuracy.
- Ability to work as part of a team.
- Motivated to perform regular tasks to agreed standards.
- Ability to work under pressure to agreed deadline and adapt to change.

APTITUDE

- Demonstrable commitment to and the ability to uphold and promote Railway Children's core values of Integrity, Bravery, Innovation and Effectiveness in all activities.
- Understanding of the importance of an organisational Code of Conduct and Safeguarding policy.



A GREAT PLACE TO WORK.

THE BENEFITS

As well as helping some of the world's most vulnerable children and young people, there are some great perks if you're lucky enough to work for Railway Children.

Project Visits

Where possible we encourage our staff to visit our projects and experience the work we do. That could be here, India, or East Africa.

Time Out

You will start with 25 days holiday per year to recharge the batteries, after three years this will increase by an extra day per year until you reach a very relaxing 30 days leave.

Pension

We offer a pension contribution of 6% of annual salary.

'Railway Children Day'

We might not be able to fund a Christmas party but because our Trustees value what we do, they grant an additional day per year where the office is closed, usually around Christmas time.

A culture we're proud of

Driven by our CEO, family values are at the heart of our culture and make Railway Children an incredible place to work. As well as a flexible working environment, it's one of the reasons why our staff retention is so impressive.



STILL INTERESTED?

HOW TO APPLY...

To apply for this position, please complete the application form at www.railwaychildren.org.uk/jobs and return it to amelia@charitypeople.co.uk. Please note that Railway Children will only accept applications made using this application form and will not accept CVs.

At Railway Children, we are committed to the safeguarding and protection of all those who come into contact with us in our work. We follow a range of procedures to ensure that only those who are suitable to work with children and vulnerable people are recruited to work for us. This post is subject to a range of vetting checks including criminal records check.

Due to the number of applications often received, only those to be invited for interview will be informed of the outcome of their application. Applicants who have not heard within two weeks of the closing date should assume they have been unsuccessful.

THANK YOU.