



# The Royal British Legion

## Job Description

**Job Title:** Head of Supporter Services and Fundraising Compliance

**Reporting to:** Assistant Director of Fundraising Operations

**Responsible for:** Fundraising Compliance Manager  
Supporter Care Manager  
Supplier Relationship Manager  
Gift Aid Manager

**Role Purpose:** To ensure supporters have a positive and memorable experience of their support for The Royal British Legion through the strategic management of our suppliers, fundraising standards and supporter care functions, ensuring the delivery of exemplary, efficient and compliant supporter services that develop long-term supporter relationships. Working in partnership with fundraising and non-fundraising teams across the organisation, the post-holder will influence best practice in customer service, fulfilment and both fundraising standards and compliance.

### Key Responsibilities:

- Ensuring the Supporter Care, Compliance and Supplier Management teams effectively support colleagues and teams across the Fundraising directorate
- Creating and implementing a Fundraising Supporter Care strategy in line with the Fundraising Strategy
- Accountable for all aspects of supporter care across the Fundraising Directorate. To include:
  - The banking and thanking of all payments and donations.
  - The management of fulfilment delivered by external partners.
  - Fulfilment of supporter communications through external partners and internal staff.
  - Management of the in-house supporter care team which includes enquiries, complaint handling, batching of monies, thanking, database supporter updates, and all associated administration.
  - To manage and keep up to date the internal Knowledgebase system.
  - The performance of external supporter care teams and suppliers
- Ensuring customer feedback is captured in a robust and structured way so that it can be fed back to the business as insight led recommendations that drive business change
- Responsible for fulfilment processes within Fundraising Operations and accountable for these processes across Fundraising and at external partners. This will ensure income reporting and reconciliation is delivered and supporters receive appropriate responses to contact with the Legion
- Ensure supporter experience is central to planning in fundraising by early engagement on product and campaign development and continual championing of the importance of this in successful fundraising activity
- Maximise customer retention through delivery of excellent, appropriate and timely engagement.
- Responsible for collaborating beyond the Fundraising Directorate to improve customer experience, in particular relating to income-raising and customer service processes

- Develop and manage processes for Supporter Care across Fundraising and beyond
- Create and update robust supporter care related policies and procedures
- Accountable for the creation and implementation of framework for regulatory compliance across fundraising, ensuring compliance is effectively monitored, measured and managed across all fundraising methods and suppliers.
- Own relationship with regulatory bodies, supporting compliance manager with day-to-day management of relationships, ensuring TRBL are informed of regulatory changes, compliant with our obligations of membership and influencing change where appropriate
- Fundraising Risk Management owner ensuring risks are escalated appropriately, that fundraising responds appropriately and risks reviewed regularly.
- Developing and implementing a consistent Fundraising Complaints policy and procedure

This job description reflects the current scope of duties and responsibilities of the role. The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

## General

- To work in accordance with The Royal British Legion's shared values of **Service; Collaboration; Passion; Excellence; Valuing our people** which underpins the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To work in accordance with the General Data Protection Regulations and Data Protection Act 2018.
- It is clear that due to the nature of the work of the Legion, the post holder may have access to material which is confidential. It is a condition of their contract of employment that they ensure that no confidential material is leaked from the department to unauthorised personnel.
- To implement the Equal Opportunities Policy into your daily activities. Royal British Legion is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. All employees are required to work in accordance with the Equality Act (2010).

## Person Specification

Criteria	Essential or Desirable	How Measured
<b>Knowledge &amp; Experience</b>		
Expert knowledge and significant experience of working within the marketing or fundraising sectors	Essential	Application / Interview / Assessment
Significant experience in supporter care/customer services		
Significant project and programme management skills		
Takes a logical, analytical approach to problem solving and pays close attention to detail.		
Management experience of planning, implementing, developing and reviewing operational plans		
Experience of managing budgets including forecasting, monitoring and managing targets		
Significant experience of line managing staff and Providing opportunities for professional development		
Experience of managing external partner relationships.		
Experience of ensuring regulatory compliance to legislation		
Experience of working in a voluntary/ third sector Organisation	Desirable	
Experience of risk management		
<b>Skills and Attributes</b>		
Exceptional communication skills – written and verbal	Essential	Application / Interview
Exceptional interpersonal skills – able to engage effectively with a range of audiences		
Exceptional planning and organisational skills - able to prioritise workload effectively		
Strong team player - able to work effectively with diverse client groups		
Strong it skills – competent user of MS office and familiar with in-house database systems		
Ability to demonstrate an understanding and commitment to our corporate values		
Empathy with mission and values of the legion	Desirable	
Extensive experience of programme and project management methodology tools and techniques including a Prince2 or equivalent PPM qualification		
<i>Continues overleaf</i>		

<b>Shared Values and Behaviours</b>		
<p><b>Service</b> We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.</p> <p><b>Collaboration</b> We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.</p> <p><b>Passion</b> We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.</p> <p><b>Excellence</b> We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each other constructively and are willing to learn.</p> <p><b>Valuing our People</b> We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone’s contribution.</p>	<p>Essential</p>	<p>Interview</p>