

# Role Description

## Supporter Acquisition Fundraiser



### Market Chapter Member (Supporter Acquisition Fundraiser)

This role sits within the Market Chapter and is supported by the Chapter Lead.

**Salary range:** £32,500 - £37,000 per annum

**Step B, Chapter Member Main**

**Hours:** 35 per week

**Location:** Home-based

**Contract:** Permanent

**Disclosure level:** Basic

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### About the Market Chapter

The Market Chapter brings together specialists in marketing across channels, disciplines and audiences. We create integrated, multichannel campaigns to deliver compelling propositions to parents of deaf children, professionals, supporters and fundraisers.

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### About the role

You will play a crucial role in raising funds towards our ambitious target of raising over £33 million to support deaf children, working as part of the team recruiting c.90,000 regular giving supporters this financial year.

As a Chapter Member at the National Deaf Children's Society, you'll be in a Chapter of like-minded and skilled colleagues. Chapters are self-organising, and every member has a vital role to play, sharing their skills, knowledge and experience and learning and developing together. Led by the Chapter Lead, all Chapter Members will value and respect each other's contribution and learn and develop collaboratively.

You will draw on experience of fundraising and agency management to deliver and develop our Face-to-Face acquisition programme. You will work with our agency partners and with colleagues across the charity to hit ambitious recruitment targets while maintaining excellent supporter experience and market-leading standards of quality and compliance.

You will have or quickly develop a strong knowledge of practical management of face to face campaigns, including relationship management, compliance, and supporter experience. You

# Role Description

## Supporter Acquisition Fundraiser

will have the numeracy, attention to detail and analytical mindset to review campaign results, report on progress, and propose actionable improvements.

Frequent travel around the UK will be required (approx. once a month) to participate in our agency and office shadowing programme and attend in-person meetings.

We are open to appointing at any point in the advertised salary bracket depending on experience, and to considering flexible working arrangements.

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### Who are you?

- You are a confident and experienced fundraising or marketing professional, with a strong understanding of the value of face to face fundraising
- You are a natural account manager, able to sustain strong relationships and deliver excellent results even through challenges
- You have a commitment to and experience of delivering excellent customer stewardship, adding value and inspiring supporters.
- You have strong numeracy and attention to detail, able to report on results and review campaign results to generate insights

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### What will be in your toolkit?

- Understanding of face to face fundraising techniques and the role they play in raising funds
- Ability to sustain supplier relationships through challenges
- Ability to analyse and report on recruitment campaigns, providing weekly results and end of campaign reports
- Commitment to customer loyalty and supporter experience
- Knowledge of key legal and compliance issues related to the role e.g. GDPR
- Strong digital skills and a sound understanding of agile values and principles
- A commitment to the organisation's culture
- Comfort with ambiguity
- Bravery, courage and an appetite for risk taking
- Ability to focus on customer needs while negotiating challenges
- An enthusiasm for giving and receiving continual feedback

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### What will you bring?

- A can-do attitude and focus on achieving positive outcomes.
- Willingness to share thoughts, skills, knowledge, and experience.

# Role Description



## Supporter Acquisition Fundraiser

- An open mindset, embracing new concepts and ideas.
- Natural collaboration skills, coupled with clear communication.
- Capability to adapt within a changeable environment.
- Desire to learn agile principles, and to thrive within an agile project environment.
- Strong digital skills (Microsoft 365)
- Ability to learn from mistakes and unafraid of failure.
- Enthusiasm for giving and receiving continual feedback.
- Passion for continuous improvement - reflecting on progress and performance.

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#### Person Specification

Essential Criteria		How it is measured
<i>A – Application    I – Interview    T – Test or Presentation    Q – Qualification</i>		
1.	Experience of marketing campaign management, including analysis of results	A/I/T
2.	Excellent attention to detail to ensure projects and reports are delivered accurately	A/I
3.	Great communication skills, able to sustain internal and external relationships and advocate for the role of F2F in the charity's fundraising	A/I
4.	Understanding of the use of databases in maximising revenue from direct marketing activity.	A/I/
5.	High degree of numeracy with experience in producing and interpreting campaign results (including use of Microsoft Excel).	A/I/T
6.	Passionate about working as part of a team and sharing and developing your skills, knowledge, and expertise in a collaborative environment.	A/I
7.	Demonstrate passion for our cause and commitment to deaf awareness.	I

Desirable Criteria		How it is measured
<i>A – Application    I – Interview    T – Test or Presentation    Q – Qualification</i>		
1.	BSL Level 1 or above, a good level of deaf awareness and/or working towards BSL level 1 or above. Understanding and experience of deafness and British Sign Language skills or a willingness to learn.	A/I
2.	Hands-on experience of direct dialogue recruitment campaigns	A/I
3.	A sound understanding of agile values and principles.	A/I