

## Supporter Relations – Senior Officer Recruitment Pack



Recruitment Pack

**CBM UK**

[www.cbmuk.org.uk](http://www.cbmuk.org.uk)

Charity Registration No 1058162 (England & Wales) SCO41101 (Scotland)

## **CBM UK**

Too many people face poverty, stigma and isolation, denied the chance to go to school or earn a living, just because they have a disability. And every day people lose the ability to see, hear or walk because of conditions that could easily be treated or prevented.

Driven by Christian values, CBM works in the world's poorest places to reach those whom others leave behind. Working in partnership with Governments and local partners, we create long-term positive change: treating and preventing conditions that can lead to disability and supporting people with disabilities to access education and healthcare, earn a living and be included in their communities.

### **Our Vision**

An inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

### **Our Mission**

To transform the lives of disabled people in the world's poorest communities. Driven by Christian values, we work with disabled people to break down barriers by delivering practical support, improving policy and practice and inspiring the people of the UK to act.

### **Our Values**

- Challenging injustice
- Making every action count
- Embracing partnership
- Living with integrity

## **The Role**

**Based:** Oakington, near Cambridge (moving to a central Cambridge office mid 2019)

**Starting salary:** £27,873 (with possible annual increment rises)

**Reports to:** Marketing Manager

**No. reports:** 2

**Hours:** 37.5 hours per week, 9am to 5pm

### **Purpose**

To develop and maintain excellent relationships between CBM and its supporters, primarily through outbound and inbound telephone calling and line managing other callers. To nurture supporters and increase donations and engagement through excellent 'customer' service and management of a newly established Supporter Relations team. Ultimately, to help to create extraordinary and wonderful moments in our donors' lives through high performing fundraising.

CBM works in the world's poorest places to prevent blindness, improve health and transform the lives of people with disabilities. The role is an important part of an ambitious long-term strategy.

CBM is a Christian charity, and this role will represent CBM's purpose and ethos to external audiences. As the successful candidate will be required to be confident to pray with a supporter over the phone when this is requested or appropriate, there is an occupational requirement for the Supporter Relations – Senior Officer to be a practicing Christian. The post-holder will also need to adapt the style of communication so it is suitable for Christians and churches from all denominations.

### **Key responsibilities**

The post-holder will work towards agreed targets to grow income from legacies through performing outbound telephone calls and take incoming enquiries to help to gain vital support for CBM. Additionally, the role will have line management responsibility for a small team working to provide a positive donor experience for individual supporters, churches and volunteers.

#### **1. Outbound Telephone Calling (50%)**

- a. Make outbound calls to individual supporters, with the focus on inspiring and positive discussions on the possibility of support through legacy giving.
- b. To carry out other supporter nurture calls when appropriate, including soliciting donations over the telephone while providing a positive donor experience. Work towards agreed targets for positive legacy conversations, and within set time-frames for certain campaigns. Follow set briefs and guidelines, but as appropriate successfully engage supporters in conversation in a non-scripted approach.
- c. To phone supporters who have donated at a specified level to thank them for their support and convey the wonderful progress being made as a result.

- d. Update the outcome of calls on supporter records on the CRM system (currently Salesforce). Process donations made over the phone, carrying out mail or email follow-up when required, using existing materials and letter templates.
- e. Refer follow up actions that are outside of the team's remit to the relevant team or individual.

## **2. Inbound Calls (20%)**

Respond to the needs of CBM supporters and the general public through the handling of inbound calls in a prompt, professional, and courteous manner.

- a. To act as the first point of contact for those phoning in to CBM UK, responding to standard queries according to guidelines or putting appropriate calls through to colleagues.
- a. Take and process donations over the telephone.
- b. Follow response-handling briefs and when appropriate, identify opportunities to increase the level or new types of opportunities for support. Refer to other teams for follow up actions if necessary.
- c. Update the outcome of calls on supporter records on the CRM system. Process donations, carrying out mail or email follow-up when required, using existing materials and letter templates.
- d. Handle requests and complaints in a respectful and timely manner by offering solutions when appropriate.

## **3. Team Development, Planning and Reporting (20%)**

- a. Line management of Supporter Relations Team staff and volunteers in line with CBM UK's staff management policies and procedures. Ensure team members are appropriately trained, briefed and motivated to achieve their objectives and recruit to these posts when necessary.
- b. Supported by the Supporter Growth team, create and develop guidelines and briefs for in- and out-bound telephone conversations.
- c. Carry out telephone training.
- d. Plan calling activity and carry out detailed tracking and reporting of calls and results, to ensure both individual and team targets are met. Evaluate calling against aims and ensure key learnings are followed through promptly to increase the effectiveness of future activity.

## **4. Other (10%)**

- a. Help develop a culture of enthusiasm and success, which reflects the ambitions of CBM.
- b. Play an active role across the CBM team, promoting positive working and innovation.
- c. Seek to improve working practice at all opportunities. Ensure that the values of the CBM UK brand are understood by external partners and always reflected in communications.
- d. Occasional travel throughout the UK, including out of normal office working hours.
- e. Carry out any other duties as required by the Marketing Manager and Director of Fundraising & Communications.

## Person Specification

<b>Experience and knowledge</b>	
Proven relationship building skills and sales ability. A minimum of 12 months working in a target-focused sales, telemarketing environment.	Essential
Experience of line management.	Essential
Experience of a supervisory or management position within telemarketing.	Desirable
Experience of working in the fundraising / charity sector.	Desirable
Experience working with databases.	Desirable
<b>Skills/competencies/personal qualities</b>	
Excellent verbal communication skills and strong interpersonal skills. Willingness and ability to follow a brief and to ask for donations and gifts and support over the phone. Ability to secure a supporter (customer).	Essential
Ability to build long-term supporter/customer relationships, to overcome barriers and objections, to influence and encourage others.	Essential
Good Microsoft Office skills.	Essential
High accuracy and attention to detail.	Essential
Ability to communicate over the phone for extended periods.	Essential
A self-starter – ability to work on own initiative to achieve targets.	Essential
Drive and ability to work to set goals and embrace a target driven environment.	Essential
<b>Other</b>	
A committed Christian. Confident praying with supporters over the phone. Ability to adapt style of communication so it is suitable for Christians from all denominations.	Essential
Educated to degree level or equivalent.	Desirable
Experience working in a developing country context and/or in the development sector.	Desirable
Knowledge of disability issues.	Desirable

## Employee Benefits

- All full-time employees are entitled to 25 days holiday per year in addition to UK public holidays
- CBM places an emphasis on professional development and training for its employees in order to enable them to fulfil their roles. We support employees in their desire to further their qualifications and careers, including offering opportunities to undertake study for relevant qualifications
- A visit to one of our projects overseas may be possible
- Salaries are regularly reviewed to attract, develop, motivate and retain the appropriate calibre of employees
- We offer family-friendly benefits for staff members with a young family to look after – flexible working, homeworking, maternity/paternity/adoption and parental leave policy
- CBM UK offers a competitive pension scheme. Subject to you making a minimum pension contribution of 5%, CBM UK will make a payment of 7% of annual salary towards the organisation's pension scheme
- Group Life Assurance Scheme
- As part of its commitment to its work with disabled people, CBM UK is a Disability Confident Employer (formerly the "two ticks" scheme) and aims to help successfully employ and retain disabled people and those with health conditions. We have a comprehensive equality and diversity policy
- CBM UK offers a free Lifestyle Counselling Helpline & Online Support Service for counselling and support
- Bike to work scheme
- Season Ticket loan
- Free tea/coffee facilities, with weekly fruit bowl.

## Useful Information

---

### Shortlisting and Interviews

CBM UK is an equal opportunities employer and we are committed to ensuring all applications are treated fairly.

All applications are subject to our shortlisting process; if you are shortlisted we will contact you and invite you to attend an interview. You will also be advised at this point if there will be any skills tasks to complete as part of the recruitment process.

### Diversity Policy Statement

Everyone has the right to be treated with consideration and respect. CBM UK is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual. CBM UK aims to ensure that all staff, volunteers, donors, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender re-assignment, marital or civil partnership status, race (including colour, nationality, ethnicity, or national origin), disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

### Use of Curriculum Vitae (CVs)

Our policy is to recruit and employ our employees on the basis of their suitability for the work to be done. An application form allows us to compare individuals based on like for like information and as such we do not accept a CV unless accompanied by a fully completed application.

### Employment Checks

All offers of employment are made subject to the following criteria: Proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, and three references satisfactory to CBM UK and, if required, a DBS Check.



## **How to apply**

**Closing date is 9am, 28<sup>th</sup> January 2019.**

**Potential Interview date is 4<sup>th</sup> February 2019.**

Application forms can be downloaded from:

<http://www.cbmun.org.uk/who-we-are/work-for-us/>

Your completed form and CV should be emailed to Trena Battams  
[trenab@cbmun.org.uk](mailto:trenab@cbmun.org.uk).

Alternatively, you can post your application to:

Trena Battams—Office Manager  
CBM UK  
Oakington Business Park  
Dry Drayton Road  
Oakington  
Cambridge  
CB24 3DQ

Should you have any questions or wish to discuss your application further  
please contact: -

Trena Battams on 01223 484700 or [trenab@cbmun.org.uk](mailto:trenab@cbmun.org.uk)