Supporter Engagement Officer

November 2022
You might be surprised to know just how many children and young people are bereaved of a parent or sibling every year in the UK.

It’s around 45,000 – that’s more than 100 every day.

Winston’s Wish was the first organisation in the UK to provide specialist support to grieving children. Our founder, Julie Stokes OBE, was a true pioneer.

Much has changed over the years, but that pioneering spirit is in our DNA. Our desire to make a difference to as many children and young people’s lives as we can remains undimmed. In fact, it is what drives us and it is at the heart of our delivery model which blends the best of our face-to-face, remote and digital support to make sure that every child, young person, family or professional that comes to us for help can get it. This combined approach also ensures we continue to grow our services and reach even more grieving children and young people in the years ahead.

We are constantly striving to improve what we do; embracing new ways of getting our support out there; and doing everything we can to connect and work with other organisations and partners to make sure we can reach the children who need us.

Our vision is a society in which every child can get the help they need when someone close to them dies. That's why we do so much to raise awareness of the needs of bereaved children, to shape the big picture so that they can get what they need.

We are positive, optimistic, courageous and driven. You will need to be too.

If you are looking to play a pivotal role in an organisation that is passionate about what it does, one in which your contributions will have a direct impact on the lives of our beneficiaries; one in which the stories you hear will sometimes make you smile, sometimes make you cry (and sometimes at the same time) then Winston's Wish might just be the place for you.

You will join us at a challenging time. Our services are in high demand. We have embraced the possibilities and opportunities of digital and remote support alongside our face-to-face work to introduce a ‘blended’ model of help. We are embarking on a new trajectory that will take us to the achievement of our goals in this rapidly changing landscape.

It is tough out there. Our work can be difficult. You’ll help us find new ways to overcome these challenges, as we have been doing since 1992. Then, now and always.

If you think this is for you then we look forward to hearing more.

Fergus Crow
Chief Executive
Our services

WEBSITES
You will find a wealth of information and help on our websites, including support and advice following specific types of death, free training for professionals and further information about our services. winstonswish.org and help2makesense.org

FREEPHONE HELPLINE
Immediate support and advice for young people, parents, carers and professionals, as well as access to our more in-depth, ongoing services. 08088 020 021
Monday – Friday, 8am - 8pm. Please visit the website for current opening hours.

EMAIL SUPPORT
Anyone can email us seeking advice or to ask a question on ask@winstonswish.org and we will get back to you within 48 hours.

INDIVIDUAL AND GROUP SUPPORT
Our Bereavement Support Practitioners provide bespoke individual and family support, as well as opportunities to connect with other parents and children who have faced similar experiences.

CRISIS MESSENGER
Free and confidential support in a crisis 24 hours a day. Text WW to 85258

GRIEF SUPPORT GROUPS
Informal peer support groups for both young people aged 7-25 and for parents and carers. All overseen by Bereavement Support Practitioners. Please visit the website for more information.

TRAINING
Bereavement training and consultancy for professionals to help ensure that children under their care get the support they need. winstonswish.org/training

PUBLICATIONS & RESOURCES
A range of specialist publications and other helpful resources for professionals, children and parents are available at shop.winstonswish.org

Our impact
From analysis we know that following our support children show improvements in measured difficulties, including stress, emotional difficulties, behavioural difficulties, hyperactive/concentration difficulties and friendship difficulties.
Working at Winston’s Wish

OUR VISION

A society in which every child and young person gets the help they need after anyone close to them dies.

OUR MISSION

To make sure no child or young person faces grief alone.

OUR VALUES

• We put the needs of children and young people first
• We work hard together to achieve the best outcomes
• We are focused and ambitious to grow
• We are positive and have fun
• We are always learning and seeking to improve

If these values resonate with you, we would love to hear from you!

WHERE IS WINSTON’S WISH BASED?

We operate a blended working system: most of our team work primarily from home, with travel to our office bases or other venues for collaborative working as required. We also hold a face-to-face whole team meeting each quarter, to enable the whole team to get together. The aim of blended working is to provide greater flexibility so that staff can achieve and maintain a strong work-life balance.

Staff who would like to work from an office more regularly are able to book a desk at one of our two bases:

**South West (Head Office)**
- Winston’s Wish
- Conway House
- 31-33 Worcester Street
- Gloucester
- GL1 3AJ

**South East**
- Winston’s Wish
- Ventnor Villas (between houses 2 and 3)
- Hove
- East Sussex
- BN3 3DD
Role description

Job Title: Supporter Engagement Officer
Reporting To: Individual Giving & Supporter Care Manager
Direct Reports: None
Department: Fundraising
Location: Head office in Gloucester, with occasional home working and UK-wide travel as required
Hours: Full-time (37.5 hours per week)
Salary: £23,000 per annum

Role Purpose
Winston’s Wish is powered by the kindness of our supporters which is why this role is so vital. This role is centred on supporting our fundraisers and donors who ensure that we can be there for children, young people, and their families through one of the most traumatic losses they are ever likely to face.

As our Supporter Engagement Officer, you will be working with supporters to inspire them and help them to maximise the impact that they can have to help us give hope to as many grieving young people as possible. You will be the first point of contact for all our supporters and take every opportunity to surprise and delight them by creating unforgettable moments to make sure that the act of giving and fundraising for our work is always amazing.

You will spend your time responding to supporter queries over the telephone, via post and email and occasionally face-to-face. No two days will be the same as you respond to and build relationships with a variety of people and organisations who choose to support us in different ways. You will also ensure that donations are processed and thanked in a timely and appropriate way so that all those who choose to support our work feel truly valued.

In addition to responding to initial enquiries, you will also support the rest of the Fundraising team to spot opportunities for them to develop relationships further. You will be responsible for making sure that the team have all the resources and materials that they need in advance of events and work alongside them to ensure that they can deliver a first-class experience to the supporters they are working with too.

This role is varied and an excellent opportunity to develop a diverse range of skills. If you are epic at relationship building with a keen eye for detail and have the drive, passion and enthusiasm to join Winston’s Wish at a time when we’re needed more than ever, then we look forward to hearing from you.

Main Responsibilities

Supporter Care

- Manage all incoming email and phone communications so that every supporter receives a quick but considered response from us and knows they are valued.
- Be happy to jump on the phone and chat with supporters. Be ready to listen, to be actively interested, and to help them. Make it a call they remember with a smile.
• Work with the Individual Giving & Supporter Care Manager to ensure that all supporter stewardship communications are relevant and engaging for our supporters, and our supporter care journeys and processes reflect best practice.

• Directly support those who are planning to request donations at a loved one’s funeral, responding sensitively to their needs and using our bespoke in-tribute pages to demonstrate the impact of their support while marking special anniversaries.

• Proactively reach out to supporters ahead of their events to ensure they have everything they need and feel valued throughout.

• Work with the Individual Giving & Supporter Care Manager to deliver our annual BIG Thank You Day and other stewardship campaigns.

Administration

• Ensure that all donations received are banked and thanked appropriately, quickly and consistently.

• Ensure that supporter contact details are recorded accurately and updated regularly on our CRM database (Salesforce) in accordance with GDPR.

• Work to agreed Supporter Engagement KPIs.

Team Support

• Support the Fundraising team by providing a positive supporter experience, building deeper engagement with supporters across all our income streams, and identifying and flagging opportunities.

• Ensure that supporters have all the materials that they need to fundraise for us in time for their activity.

• Chase expected fundraising income where necessary.

• Manage our stock of supporter materials to reorder equipment and resources as needed.

• Attend and contribute to a weekly online team meeting.

• Attend and contribute to in-person meetings – held quarterly at locations nationwide.

• Other ad hoc duties as appropriate in discussion with the Individual Giving & Supporter Care Manager.

All Staff

• Contribute to the vision and mission of Winston’s Wish; working with colleagues in all teams to meet the objectives of Winston’s Wish.

• Work to objectives, targets and work plans agreed with your line manager.

• Undertake specific projects and other ad hoc duties agreed with your line manager, fulfilling any deadlines, reviews and reporting procedures required.

• Take an active part in the one-to-one process and participate in training agreed with your line manager.

• Ensure the health and safety of all colleagues, volunteers and visitors in accordance with Winston’s Wish policy.

• Promote equality of opportunity and diversity in accordance with Winston’s Wish policy.
Person specification

Essential
- Ability to be passionate and inspiring when communicating the work of Winston’s Wish.
- An active listener and a clear, confident and empathetic communicator, particularly for those supporting our work because of their own bereavement.
- Exceptional communication skills, both written and verbal.
- Excellent time management and organisational skills with the ability to prioritise work, handle conflicting demands and meet tight deadlines.
- A self-starter with strong team working skills.
- Ability to provide outstanding customer/supporter service.
- An understanding of how to deliver excellent customer service/supporter care to maximise income.
- Strong attention to detail.
- Ability to accurately record and manage data using a CRM system with an understanding of the importance of data quality for fundraising.
- IT literate and used to working with Microsoft Outlook and Office.
- A full, clean driving licence.

Desirable
- An understanding of child bereavement.
- Experience in a similar fundraising environment.
- Experience of using Salesforce CRM system.
Benefits

- 25 days’ holiday plus bank holidays (pro rata if applicable), with increase for long service
- TOIL for out of hours work
- Contributory pension scheme
- Company sick pay
- Employee Assistance Programme
- Life assurance
- Training loans
- Cycle to work scheme
- Enhanced family friendly policies
Safeguarding children and safer recruitment

Winston’s Wish is committed to safeguarding and protecting the children and young people we work with. All posts are subject to safer recruitment processes including self-disclosure, the disclosure of criminal records and vetting checks. We have a range of policies and procedures in place which promote safeguarding across the organisation.

Every applicant will be required to complete a self-declaration form at the point of application. This will form a discrete part of the recruitment pack but must be returned, in a sealed envelope or as a separate document, with your application form. Self-disclosure forms will only be read if the candidate is shortlisted and called for interview.

Applications that do not contain a completed self-disclosure form will automatically be disqualified.

All offers of employment are made subject to a few background checks. These will include:

- Two professional references from your most recent employer(s) – covering the last five years
- Clarification of any gaps in your employment history
- Verifying originals of your ID documents, including your right to work in the UK
- Verifying originals of your qualification – where they are an essential requirement for the role
- A police check – satisfactory Disclosure and Barring Service (DBS) clearance

Equality, diversity and inclusion statement

We want Winston’s Wish to be the best place to come and work, and an organisation that feels as though it reflects the world we see around us in a modern, diverse, 21st Century Britain. We believe this diversity is an asset to be cherished, nurtured and grown.

We are an organisation set up as an open access community service. Increasing the equality of access to that service is at the heart of our new delivery model.

We believe that the services we offer and the makeup of our staff should represent and reflect the communities that we work with and we know that we have a way to go on this. As an employer we are actively working to increase diversity in our organisation by strongly encouraging applications from all sections of the community; by being more proactive about where we advertise our vacancies; rethinking our pre-requisites for employment and ensuring that we are flexible and transparent to encourage the widest range of talented potential applicants to come and work here.
How to apply

Application forms can be found at www.winstonswish.org/about-us/working-at-winstons-wish/.

Completed application forms should be sent to recruitment@winstonswish.org, along with a completed self-declaration form and equal opportunity monitoring form.

Use of Curriculum Vitae (CVs)
Our policy is to recruit 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 form.

Recruitment Timetable
Application deadline: Wednesday 23rd November 2022
Interview date: Tuesday 29th November 2022
Interview location: Head office in Gloucester

Queries
Please contact Ellie Topham, Individual Giving & Supporter Care Manager, by email at etopham@winstonswish.org or by telephone on 01242 515157 for an informal discussion about this role.

If you have a query regarding any aspect of the recruitment process, please call 01242 515157 or contact recruitment@winstonswish.org.

Retention of Personal Information
Please see our Privacy Statement, which can be found at www.winstonswish.org/privacy-statement/.

Equality, Diversity and Inclusion
Winston’s Wish is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. Should you require the recruitment pack or application form in a different format, or any other adjustments to the recruitment process, please contact recruitment@winstonswish.org.