# Job Profile

Job Title: Supporter Experience Executive

Directorate: Fundraising, Marketing, Digital and Influencing

Reports To: Supporter Experience Supervisor

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: November 2024

## Overall Role Purpose

The Supporter Experience Executive helps people with sight loss to live the life they choose by providing a first-class customer service to current and future potential supporters with the aim to maximise retention of existing supporters and grow a long-term supporter base. This role is responsible for answering supporter queries and concerns by phone, email or postal correspondence.

## Key Responsibilities

## Ensure supporters are responded to in a professional manner and information provided is accurate. This involves using extensive knowledge of Guide Dogs policies and procedures as well as utilising own initiative to answer queries.

* Use initiative and emotional intelligence to adapt style and content of the interaction as appropriate to effectively build relationships.
* Handle complaints in a supportive and diplomatic manner with the aim of achieving the highest level of supporter satisfaction.

## Work together as a team and proactively share knowledge and information to ensure a positive, customer focused working environment.

## Ensure that supporter information is promptly and accurately entered and updated where required on the fundraising database.

## Record supporter donations and sponsor a puppy payment details.

## Work as a team on the collation of relevant information into the working knowledge database and help maintain the accuracy of that information.

## Ensure knowledge of current supporter centric processes and procedures are maintained.

## Advise the supervisor of any issues that affect the ability to follow a process or procedure as well as passing on constructive feedback which could lead to potential improvements.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: None

Number of Indirect Reports: None

Number of Volunteers Supervised: None

### Financial Accountability

Annual Income Accountability: None

Assets Managed: None

Budget Accountability: None

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

#### Essential

* Educated to GCSE grade C or above in English and Maths or equivalent (QCF level 2 / SQCF level 5).

## Job-Related Experience

#### Essential

* Proven experience in administration within a Customer Service environment.
* Demonstrable experience of using a Customer Relation Management (CRM) system to record customer activity.

#### Desirable

* Previous exposure to working in the charity sector.

## Knowledge

#### Essential

* Proven understanding of Gift Aid and data protection regulations.

## Skills and Competencies

#### Essential

* Good Microsoft Word, Outlook and Excel skills.
* Demonstrable evidence of willingness and ability to deliver the highest standards of customer care.
* Strong communication and interpersonal skills.
* Confident telephone manner showing patience, empathy and listening skills.
* Able to handle difficult conversations in a calm and non-judgemental way.
* Able to multi-task and prioritise own workload.
* A willingness to work as part of a team to achieve results.
* Excellent written communication skills with attention to detail, copy checking skills.
* Good numerical skills to check data and straightforward calculations.
* Able to work effectively to achieve agreed Service Level Agreements.
* Accurate data entry skills.

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.

## Job Group (internal use only)

This role has been evaluated as a Support Provider, please [follow this link](https://guidedogs.sharepoint.com/%3Aw%3A/g/Eekm-hoJMeVJm56OXhJwVdIBfYfn-ntTFX815dzK-eX_Rw?e=YqQeyK) to view the salary band.