



JOIN OUR MISSION

**FOR CHILDREN AT RISK
ON THE STREETS**

SUPPORTER ENGAGEMENT OFFICER (MATERNITY COVER)

RAILWAY CHILDREN – RECRUITMENT PACK

children RAILWAY
No child lost to the streets



WE BELIEVE IN A WORLD WHERE NO CHILD EVER HAS TO LIVE ON THE STREETS

Around the world hundreds of thousands of children struggle to survive on the streets. In many countries, they have become an accepted issue in society, deprived of access to the most basic services and they experience extreme harm before and during their time on the streets.

Wherever they may be in the world, they face violence, abuse, neglect and exploitation.

Founded in 1996, Railway Children has dedicated over a quarter of a century to developing outstanding practice and services for street connected children and as we embark on our new strategy to 2030, we have ambitious plans to ensure no child is left behind, wherever we work.

WHO WE ARE



OUR VISION

We believe in a world where no child ever has to live on the streets.



OUR MISSION

Create and enable sustainable change for children living alone and at risk on the street.



OUR AIM FOR 2030

We will evidence and demonstrate, effective and sustainable safeguarding solutions for street connected children.



WHAT WE STAND FOR

We stand for children

- The children who don't have a voice.
- The invisible children.
- The children struggling to survive on the streets around the world every day.
- The generations of children suffering repeated cycles of abuse.

WE STAND FOR CHILDREN, THEIR CHILDHOODS AND THEIR FUTURES!

These Five Values
Guide Our Work



NEVER GIVE UP

Face challenges head on.



HAVE COURAGE

Push boundaries.
Think big.



EARN TRUST

Be honest. Always act
with integrity.



SHOW COMPASSION

Be kind and show
respect to all.



NURTURE TALENT

Encourage growth.
Enable others.



THE ROLE

SUPPORTER ENGAGEMENT OFFICER (MATERNITY COVER)

Salary:	£30,000 - £31,000 per annum
Department:	Fundraising
Location:	Hybrid - Sandbach/Home-Based
Responsible to:	Head of Public Fundraising and Engagement
Responsible for:	None

JOB PURPOSE

This role is responsible for implementing a supporter engagement strategy underpinned by data insight and a supporter led approach. So that we deliver excellent supporter care to all donors ensuring that their relationship with Railway Children is enhanced, their support retained and lifetime value maximised.

KEY RESPONSIBILITIES

Supporter Engagement

- Plan and manage the supporter engagement communication plan that is delivered to our individuals across all on and offline channels.
- Support Head of Public Fundraising and Engagement to achieve fundraising targets through the project management of key public fundraising campaigns throughout the year
- Jointly manage with the Digital Marketing Manager the lead generation project to grow our supporter database
- Enhance the value of our regular givers through the management of our regular giving strategy to grow numbers and value.
- Maximise the effective use of insight, data and knowledge in building and maintaining long-term relationships with supporters.
- Constantly research and keep up to date with current market trends in supporter relations and engagement.

Supporter Care

- Working alongside Supporter Care Officer ensure we provide first class supporter care and stewardship through personalising and valuing our donors, fundraisers and volunteers and to build long term relationships.
- Act as an internal and external champion for putting the supporter's interests at the core of everything we do.
- Ensure that all teams are enabled and empowered to identify opportunities and resolve issues to improve supporter care, loyalty and supporter retention.
- Ensure the effective use of data across the charity, enabling our fundraisers to grow income through improved supporter relationship management by using our fundraising database (Donorflex).

- Work in conjunction with the Supporter Services team to manage supporter preferences ensuring best practice regarding data protection, data collection and to maximise cross sell opportunity.
- Assist in the production of stewardship materials including donor Thank you mailings, gift acknowledgement letters, seasonal cards etc.
- Maintain awareness of fundraising standards and keep up to date with any legal requirements pertaining to the non-profit sector particularly regarding supporter services and care.
- Lead by example in delivering exemplary Supporter care and help build loyal and committed supporters through high quality engagement.
- Deliver regular Supporter Surveys and Supporter Panels to ensure we are delivering high quality supporter care and demonstrating that we value our supporters

General duties (all staff)

- Uphold and work within Railway Children's policies and procedures.
- Conduct yourself in accordance with the rules of the Child and Adult Safeguarding Policy and Code of Conduct in your personal and professional life – which includes reporting suspicions of child abuse or any other breach of these policies.
- Actively promote and embody Railway Children's core values across the organisation and partners.
- Travel to Railway Children's field operations as and when required.
- Undertake any other duties, as appropriate to the post, as delegated by the line manager.

PERSON SPECIFICATION

Experience

- Supporter/customer care experience obtained from the commercial or charity sectors.
- Experience working in a busy environment, prioritising activities appropriately and managing multiple, conflicting priorities.
- Customer Relationship Management (CRM) database experience.
- Understanding and experience of the principles of stewardship and a proven attitude of customer care
- Demonstrate experience of applying creative thinking to innovate and develop supporter/customer services.
- Experience of using data segmentation and hierarchies for supporter communications
- Experience of using digital marketing to enhance supporter engagement, development or to drive response

Education/Qualifications

- Excellent understanding of Data Protection and GDPR
- Excellent understanding of customer service and complaints management practices

Knowledge and Skills

- IT literate - proficient with Word, Excel and Outlook
- Experience of working with a supporter/client database, segmenting data and producing analytical reports

- Proven ability to go above and beyond to exceed customer or supporter expectations.
- Excellent customer service skills
- Excellent written and verbal communication skills
- Reporting and analysis skills
- Ability to organise work to meet deadlines
- Ability to use initiative
- Self-starter, able to maintain a positive and enthusiastic approach to meeting the needs of a challenging workload
- Meticulous attention to detail and accuracy
- Ability to work as part of a team
- Motivated to perform regular tasks to agreed standards
- Ability to work under pressure to agreed deadline and adapt to change

Aptitude

- Demonstrable commitment to and the ability to uphold and promote Railway Children's core values in all activities.
- Understanding of the importance of an organisational Code of Conduct and Safeguarding policy.



A GREAT PLACE TO WORK

THE BENEFITS

As well as helping some of the world's most vulnerable children and young people, there are some great perks if you're lucky enough to work for Railway Children.

Project Visits

Where possible we encourage our staff to visit our projects and experience the work we do. That could be here, India, or East Africa.

Time Out

You will start with 25 days holiday per year to recharge the batteries, after three years this will increase by an extra day per year until you reach a very relaxing 30 days leave.

Pension

We offer a pension contribution of 6% of annual salary.

Birthday leave

One additional day of annual leave within the month of your birthday.

'Railway Children Day'

We might not be able to fund a Christmas party but because our Trustees value what we do, they grant an additional day per year where the office is closed, usually around Christmas time.

A culture we're proud of






Driven by our CEO, family values are at the heart of our culture and make Railway Children an incredible place to work. As well as a flexible working environment, it's one of the reasons why our staff retention is so impressive.



OUR PEOPLE PROMISE

All that we can achieve as an organisation is only possible because we have dedicated, skilled and courageous people. Their tenacity, passion and compassion create a culture that enables us to deliver incremental value beyond the resources we could ever have available to us. We know this, we witness it every day and therefore we strive to create an organisation that values them and their contribution.

As we set out to achieve life saving change for vulnerable children, we make our people a promise:

-  We will ensure diversity and inclusion, following transparent, fair and rigorous recruitment processes that attract and encourage applications from a diverse range of candidates.
-  We will support new people to fully settle into their new role and our organisation by providing a structured induction and integration programme.
-  We will work with our people to identify their career and development goals and facilitate opportunities for growth.
-  We will develop and implement a wide range of initiatives that ensure that our people are well-managed, supported, cared for and feel valued, listened to and included.
-  When people leave, we will listen and learn and seek leavers to be ambassadors for Railway Children.



STILL INTERESTED?

HOW TO APPLY...

To apply for this position, please complete the application form and return it to fundraisingjobs@railwaychildren.org.uk. Please include job title applied for in email subject. Please note that Railway Children will only accept applications made using this application form and will not accept CVs, academic certificates or covering letters.

Closing date: 28th February 2025.

At Railway Children, we are committed to the safeguarding and protection of all those who come into contact with us in our work. We follow a range of procedures to ensure that only those who are suitable to work with children and vulnerable people are recruited to work for us. This post is subject to a range of background and reference checks including criminal records check.

Due to the number of applications often received, only those to be invited for interview will be informed of the outcome of their application.

Applicants who have not heard within two weeks of the closing date should assume they have been unsuccessful.

THANK YOU.