

Job Description

Job Title: Donor Experience Officer

Responsible to: Senior Donor Experience Manager

Job Purpose:

The Donor Experience Officer plays a central part in delivering a world class donor experience, enabling us to achieve our vision for Acorns to be the most cherished and supported cause in the West Midlands. The postholder will support with the delivery of multi-channel donor journeys working closely with teams across the Fundraising Directorate. They will also work closely with colleagues to ensure that Acorns supporter experience activity supports supporter acquisition and retention objectives, ensuring that everyone will receive an exceptional, personalised experience that strengthens emotional connection and deepens commitment, enabling us to provide outstanding specialist care to every child and family who needs us now and in the future.

Main Duties:

Supporter Care

- > Answer and coordinate supporter engagement and general enquiries efficiently and to the highest customer care standards through the distribution of mailbox queries, whitemail, Acorns social media channels and on the phone.
- > Work to a 24h SLA when answering and fielding enquiries through the Supporter Care mailbox and social media accounts.
- > Respond to all written communications within three days.
- > Supervise the recording, banking and thanking of donations for the Donor Experience team daily, including managing the online donations system where appropriate; coding of online fundraising pages, entering pledges and producing weekly pledge reports.
- > Gather donor feedback to continually improve engagement experiences.
- > Steward lower value supporters to the value of £500 in line with the supporter journey process and highest standards of service to our donors and supporters, including the capture of gift aid and consent at opportunities to capture gift aid and consent are recorded.
- > Collate and send information and fundraising packs to our donors and supporters as and when required.
- > Support the stock management process, ensuring that fundraising materials are managed efficiently and stock levels are maintained, notifying teams in advance when approaching minimum re-order levels.

Donor Stewardship & Communications

- > Act as a Digital Champion, continually seeking ways to simplify supporter communications and drive digital adoption to improve efficiency and agility.
- > Play an active supporting role in planning and delivering Acorns donor experience strategy and plan.

- > Coordinate and support with the delivery of annual donor journeys for individual and high value donors
- > Work collaboratively with colleagues across Fundraising to develop fundraising stewardship content and impact reports.
- > Actively seek out new and innovative ideas to ensure that Acorns is abreast of delivering engaging and impactful supporter communications.
- > Lead on project management for creation and implementation of supporter journeys, supporting fundraising teams with their stewardship planning.
- > Work with the Marketing team to support with the management and maintenance of Acorns content library.

Data & Insight

- > Use data, insight and stakeholder feedback to recommend changes to the fundraising and stewardship programme
- > Maintain accurate, up-to-date donor information in the CRM database.
- > Track stewardship activities, donor preferences, communication history, and engagement indicators.
- > Produce reports and insights to support donor retention, segmentation, and fundraising strategy.

Infection Prevention and Control

All Employees and Volunteers of Acorns will be expected to follow all infection prevention and control policies and procedures to ensure a safe and healthy environment. This includes maintaining best hygiene practices, using personal protective equipment (PPE) as required, and adhering to safety protocols to minimise the risk of infection. It everybody's responsibility to promote a clean and safe environment for staff, children, young people and their families.

Health and Safety


All Employees and Volunteers of Acorns are required to comply with all health and safety policies and procedures in accordance with the Health and Safety at Work Act 1974. This includes taking reasonable care of their own health and safety, as well as that of others who may be affected by their actions. The role involves using personal protective equipment (PPE) when necessary, following established safety protocols, reporting hazards or unsafe conditions, and participating in health and safety training. All Employees and Volunteers of Acorns must actively contribute to maintaining a safe and healthy environment and cooperate with the employer to ensure compliance with relevant health and safety legislation.

Environmental sustainability

All Employees and Volunteers of Acorns are required to support in minimising environmental impact wherever possible, including recycling, switching off lights, computers, monitors and equipment when not in use. Helping to reduce paper waste by minimising printing/copying and reducing water usage, reporting faults and heating/cooling concerns promptly and minimising travel. Where the role includes the ordering and use of supplies or equipment the post holder will consider the environmental impact of purchases.

Safeguarding

Acorns is committed to safeguarding and promoting the welfare of children and adults and expects all staff and volunteers to share this commitment. It is the responsibility of all staff to



always safeguard and protect children and adults at risk, staff must report any concerns as per safeguarding policies and procedures which are available on Acorns internal systems. Every staff member must undertake regular mandatory safeguarding training at a level relevant to their role.

Data Protection and Confidentiality

All Employees and Volunteers of Acorns are required to comply with all relevant data protection laws, including the Data Protection Act 2018 and the General Data Protection Regulation (GDPR). This includes ensuring the confidentiality, integrity, and security of personal and sensitive information. All Employees and Volunteers of Acorns must handle all data in accordance with organisational policies and procedures, ensuring it is only used for its intended purpose and is not disclosed to unauthorised individuals. The role may involve safeguarding personal data, reporting any data breaches, and always maintaining strict confidentiality to protect both individuals' privacy and the organisation's legal obligations.

Equality, Inclusivity and Diversity

All Employees and Volunteers of Acorns are required to promote and uphold the principles of equality, inclusivity, and diversity in all aspects of their work. This includes ensuring that all individuals are treated with respect and fairness, regardless of their race, gender, age, disability, sexual orientation, religion, or any other characteristic protected by law. All Employees and Volunteers of Acorns must comply with relevant legislation, including the Equality Act 2010, and contribute to creating an inclusive environment that values diverse perspectives. The role involves actively challenging discrimination and bias and supporting the organisation's commitment to providing equal opportunities for all.

Other Duties:

- > To act as an ambassador for Acorns raising awareness of its charitable aims and objectives and enhancing its reputation through exemplary behaviour, conduct and team working.
- > To put the needs and interests of Acorns children and young people and their families first in all aspects of their work.
- > To ensure compliance with Acorns policies for diversity, employment, equal opportunities, health and safety, information governance and safeguarding.
- > To actively participate in a performance and development review process and any training and development identified to further enhance your role with Acorns.
- > To be innovative, commit to continuous learning, researching new ideas, monitoring new technology advancements, sharing good practice across the team and colleagues.
- > To carry out any other reasonable duty as requested by your line manager.

Acorns adheres to the United Nations Convention on the Rights of the Child. As an employee you will be a Duty Bearer for Children's Rights and support all children to be Rights Holders.

Person Specification: Donor Experience Officer

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> > A good level of education and digital confidence and capability. 	<ul style="list-style-type: none"> > To be studying or to have completed Fundraising, Marketing or similar professional qualifications such as Chartered Institute of Marketing, Chartered Institute of Fundraising.
Experience	<ul style="list-style-type: none"> > Experience of project planning with the ability to manage varying administrative processes and a capacity for prioritising and managing a complex workload. > Outstanding written and oral communication skills with experience of creating engaging, creative content for communication with key stakeholders. > A commitment to excellent supporter care, and a passion for delivering an exceptional donor experience > Experience of using CRM systems such as Raiser's Edge, Salesforce, Donorfy or Donorflex. > Strong communication, interpersonal and negotiation skills, with experience of working successfully with stakeholders of all levels. > An ability to identify strong stories and case studies to be disseminated in marketing and communications material. > A proactive approach to work, with experience of using creative thinking to find innovative and fresh solutions and supporting others to do the same. > Experience working as part of a successful fundraising team > Experience or understanding of using email platforms such as Dot Digital or Enthuse 	<ul style="list-style-type: none"> > Experience or understanding of using Canva or similar online publishing tool to develop content packs and impact reports.
Knowledge	<ul style="list-style-type: none"> > A demonstrable understanding of donor motivation and giving, fundraising methodology and the importance of stewardship in delivering acquisition and retention goals. 	<ul style="list-style-type: none"> > Some knowledge or an understanding of working for a health charity/palliative care background.
Skills and Abilities	<ul style="list-style-type: none"> > IT skills in MS Office, particularly Excel > Excellent organisational skills and ability to prioritise workload and work to deadlines > Ability to understand, exhibit and implement excellent customer care and empathetic and considered telephone manner. > Confident in building collaborative and effective relationships with staff and supporters. > Ability to work collaboratively across teams and manage multiple priorities. > Excellent written and verbal communications skills > A keen eye for detail and accuracy. 	
Other	<ul style="list-style-type: none"> > Passionate and committed to Acorns mission and values > Willingness to train and learn new skills. 	
Behaviours	<ul style="list-style-type: none"> > Build collaborative relationships across the organisation, creating a culture of cross function working. > Positive, enthusiastic approach & can-do attitude. > Curious, always seeking to understand and improve experience of customers. > Open to change and continuous improvement. > Innovative mindset and passionate about learning. > Commitment to the Acorns strategy & its success. > Driven in your approach to strive for excellence and build lasting partnerships for Acorns. 	



Terms and Conditions of Employment

Job Title:	Donor Experience Officer
Responsible To:	Senior Donor Experience Manager
Location:	Acorns House 103 Oak Tree Lane Birmingham B29 6HZ
Salary:	£31,110 per annum
Notice:	8 weeks
Hours:	37.5 hours per week
Holidays:	27 days plus statutory bank holidays
Pension:	Contribution to Group Personal Pension Plan or NHS Pension Scheme (if already in scheme).
Life Assurance:	Acorns Group Life Assurance Scheme or NHS Pension Scheme Life Assurance cover (if already in scheme)

All terms and conditions will be detailed in writing together with Employee Handbook which must be read and observed.

