

Role Profile

Role	In Memoriam Officer	Location	Home-based, UK nationwide
Accountable for	N/A	Accountable to	In Memoriam Manager
Core Anchor Level	Deliver	Travel	Occasional
DBS check	No	Salary Grade	Salary Circa £33,200 per annum (inner London weighting £3,950 per annum or outer London weighting £2,457 per annum may be applied in accordance with where you live) Grade D
Contract type	Permanent	Hours	35
Overall purpose and impact			
The purpose of this role is to deliver against In Memoriam supporter acquisition, engagement, and retention targets across a defined portfolio of products. You will drive a customer-centric approach where supporters receive an outstanding experience and feel proud of their continued contribution whilst rapidly growing net income and retention rates.			
Responsibilities		Measured through delivery of	
Product Management - Responsible for the project management and delivery of key In Memoriam products e.g. Tribute Funds, Memorialisation products and Family Funds. - Identifying opportunities and analysing trends to make insight led recommendations to improve product delivery, partnership opportunities, ROI and supporter experience. - Responsible for managing relationships with external suppliers, negotiating contracts and securing the best value for the charity.		Annual objectives 360 feedback and anecdotal feedback KPIs 121 meetings / commentary Budget delivery Annual Plan Training and Development Plan	

Role Profile

• Developing excellent working relationships with key teams and external stakeholders to gain cross organisational support and ensure successful delivery of our products. • Supporting the wider team with key activity and strategic project work as identified during busy periods or to achieve overall goals of the team.	
Supporter Journeys • Working collaboratively with the In Memoriam Manager and wider team you will deliver forward-looking stewardship journeys to deliver the income and retention goals of the In Memoriam programme. • Ensure all stewardship activities are executed to the highest standards, safeguarding the brand and reputation of our business in every interaction. • Responsible for delivering integrated, consistent, insight led stewardship plans to improve supporter experience and engagement.	Annual objectives 360 feedback and anecdotal feedback KPIs 121 meetings / commentary Budget delivery Annual Plan Training and Development Plan
Responsible for financial and other KPI reporting and performance • Supporting the reporting of set income and expenditure budgets, working closely with the In Memoriam Manager to consider risk, reconcile monthly accounts, and generate quarterly forecasts. • Responsible for managing CPA rates, volumes of supporters, average donation values and engagement rates.	Annual objectives 360 feedback and anecdotal feedback KPIs 121 meetings / commentary Budget delivery Annual Plan Training and Development Plan

Role Profile

Organisational Responsibilities	
To ensure the efficient and effective implementation of Information Governance	Annual objectives 360 feedback and anecdotal feedback KPIs 121 meetings / commentary Budget delivery Annual Plan Training and Development Plan
Have a working knowledge of adult and child safeguarding. Have a willingness to learn and refresh knowledge regularly and apply it.	Annual objectives 360 feedback and anecdotal feedback KPIs 121 meetings / commentary Budget delivery Annual Plan Training & Development Plan
Relevant and up to date working knowledge of Health and Safety and how to apply it to ensure a safe environment is maintained.	Annual objectives 360 feedback and anecdotal feedback KPIs 121 meetings / commentary Budget delivery Annual Plan Training and Development Plan

Role Profile

Person Specification
1. A relevant fundraising qualification e.g. Institute of Fundraising
2. Willingness to undertake training and continuing professional development, whilst refreshing knowledge regularly, including relevant fundraising practice, safeguarding, Health and Safety and Information Governance, applying this effectively to maintain safety and compliance.
3. Experience of delivering income, expenditure and wider performance targets with successful outcomes
4. Experience of project planning and problem solving including, budget development, forecasting, risk mitigation and contingency planning.
5. Experience of recruiting, managing, motivating, developing and training staff and/or volunteers.
6. Experience of analysing and interpreting data.
7. Ability to communicate, present and engage effectively with a wide range of audiences via a range of mediums through written, verbal, digital and public speaking channels
8. Ability to use industry standard IT systems (e.g. Microsoft Office, Email, Internet, etc.) and fundraising relationship database proficiently.
9. Ability to represent the Stroke Association professionally, demonstrating commitment to corporate values, equality, diversity and inclusion at all times.
10. Ability to work independently and with initiative, demonstrating attention to detail and applying relevant legislation and organisational policies to working practice.
11. Excellent relationship-building skills with the ability to influence and persuade others, and maintain professional relationships and work effectively as part of a wider team.
12. Ability to work under pressure and have developed techniques to meet deadlines.
13. Good knowledge of the demographics of the region/country with the ability to organise events involving the public, sponsors, businesses and community groups
14. To have an understanding of Stroke
15. Flexibility and ability to travel occasionally to support wider team activities and work-related events.