

APPLICANT INFORMATION PACK

SUPPORTER CARE OFFICER



STAMMA.ORG

STAMMA



WELCOME FROM JANE POWELL, CHIEF EXECUTIVE

We're at a pivotal moment in our long history. Huge challenges, lots of opportunities, great discussions and we've some big ambitions.

Ongoing cuts to services mean that getting NHS support as a child who stammers can be hard, and as an adult impossible. Stammering is seen by a significant proportion of the population as something that can be joked about, while the media routinely present stammering as a story about 'overcoming' a stammer.

Many people have never met someone who stammers, nor do they understand the issues someone who stammers may face. An exciting debate within the community is around the 'social model', and there's a growing insistence that people should be able to stammer without feeling the need to hide or change how they speak. We need to make that a public debate AND insist that support needs to be there to help people manage their stammer should they want it.

These last 18 months we've seen a threefold increase in calls to our helpline, and later this year we'll be launching webchat which we believe will help support younger people who stammer. We've plans to expand our support and launch campaigns, but to do either we need to grow.

We think that there may be up to 3% of the population who identify as having a stammer, with the overwhelming majority seeking to hide it. With the help of the National Lottery Community Fund we want to attract a further 5,000 UK supporters who will help us expand our services and amplify the voice of people who stammer so that we can create a world in which people who stammer can fulfil their potential, whether in education, at work or at home.

Working for Stamma means making a real difference in people's lives, and this is a critical opportunity. To continue our vital work, we rely on a team of dedicated people. This is a great time to come and join us.

Jane Powell
Chief Executive



MISSION & OBJECTIVES

Our Mission is to support anyone who stammers in the UK and tackle the stigma, ignorance and discrimination that people who stammer face so that they can live their lives in full and with dignity.

Our Objectives over 2019-2023:

1. To support more people who stammer in the UK. We are upgrading and expanding our helpline operation and want to add webchat to the service. We also want to increase our support for local groups and networks and help people who stammer get work and advance in work.
2. To educate the public around stammering. We've got some baseline information about public awareness and understanding of stammering. We will look at ways of tracking our performance year on year to see what impact we're having.
3. To manage the BSA efficiently and effectively. Over the next five years we'll be upgrading our systems to ensure that your data is properly protected, the information and support we provide is the best it can be and that our staff are supported and work within a safe, managed environment.



OUR VALUES

We are a membership organisation with a diverse network, united by the experience of stammering and people who stammer. We celebrate different voices. It is not our place to make judgements about if or how people choose to manage their stammer.

- **We value collaboration.** We work with others to give the greatest voice, best insights, most effective campaigns for people who stammer.
- **We value community.** We provide spaces for people to come together to support, learn, celebrate and campaign for change.
- **We value the individual.** We listen to personal stories, provide a platform for sharing and respect individual choices.
- **We value diversity.** We seek out and celebrate different voices, perspectives and experiences in respectful debate.
- **We value openness.** We are open in our dealings; selfless and generous spirited, honest and straightforward, professional but informal. We are unafraid and speak truth to power.



THE OFFICE

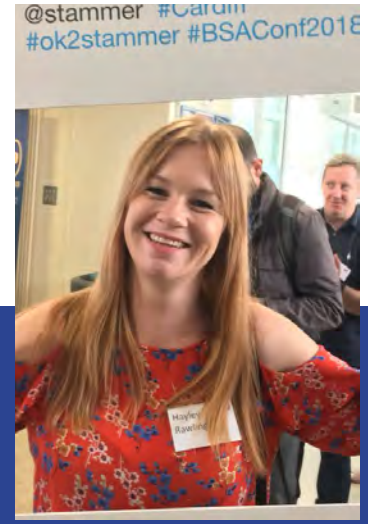
We're a small, fairly newish team. We get on well with each other and we are looking forward to campaigning this year, and we're still building our systems – so a great time to join us. We've a generous pension scheme and can offer flexible working hours. The office is a two minute walk from Bethnal Green tube station.

A full time working week is 35 hours, excluding meal breaks, normally worked Monday to Friday. We'll help support your training needs. We use Nest for staff pensions or we will pay into your own scheme. Once you have completed your probationary period we will match your pension contribution up to a maximum of 8%.

2020 PLANS

- Launch webchat, planned for May.
- Increase support base by 1,500.
- Work with local groups & national networks to expand support for organisers and foster more networks.
- Hold our StammaFest National Conference, 21-23 August at Sheffield.
- Revive the Stammering Network and bring in new members.
- Launch at least 1 new campaign with a clear call to action.
- Produce new materials for parents about Stamma, the law and employment.
- Work with local groups to set up parent workshops, open days and employment workshops.
- Produce video & podcast content for the website and social





THE ROLE

Job Title: Supporter Care Officer
Responsible to: CEO
Based: Bethnal Green, East London
Hours: 4 days p/w
Salary: In the region of £28,750 pro rata

Context

This is an exciting and new post for Stamma, made possible by a grant from the National Lottery Community Fund.

Our ambition over the next 4 years is to build our supporter base to 7,000 actively-engaged members and supporters who will support our services, lead our campaigns and help us create the changes necessary to create a world where people who stammer can fulfil their potential. We are currently at 2,200 - but we estimate that more than 1.5 million adults in the UK stammer. We want to engage those people as well as those who don't stammer to help us create a stammer-friendly and better world.

Role Outline

Your role is to get to know the needs of those wanting to be involved in Stamma, whether it be as a supporter/member, donor, fundraiser or volunteer. To:- set up systems and responses which will support everyone in their journey; design and launch scalable systems and responses; use one-to-one and one-to-few communication methods as well as qualitative and quantitative insights to improve people's experiences of Stamma.

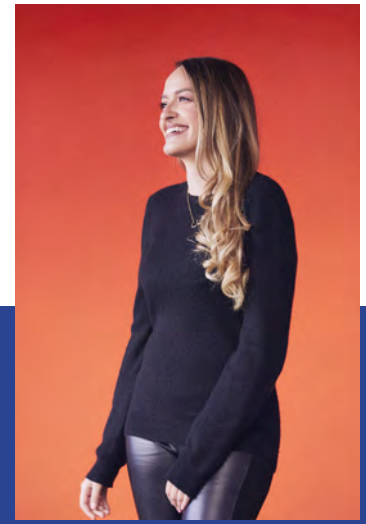
The work will involve:

Compliance:

Ensure all work complies with data protection policies and legal requirements including the Fundraising Code of Practice.

Collaboration:

You'll be working as part of the small team, and will need to work particularly closely with the Salesforce Administrator, the Local Groups & Network Coordinator (a new post), and the Office Manager.



THE ROLE

We want you to **support our supporters** and ensure that people are made to feel welcome and supported, find the information they need, are aware of the services they can access, are supported in reaching out to others and receive proper communication and thanks.

And help **them support Stamma**:-

- Help people fundraise and financially support the BSA - via regular giving, sportive events and fundraisers.
- Help people get involved in volunteering for the BSA, whether via the helpline, webchat, writing for the website, local groups or office support.
- Help people find the information they need via our website, social media or printed materials.

The best person for the job will be able to:

- Develop and deliver income processing and supporter care services to all donors, enquirers and prospective supporters.
- Thank supporters, donors, fundraisers and volunteers in a timely and courteous manner.
- Record all communications with supporters, fundraisers, volunteers and donors onto the CRM (Salesforce) system.
- Deal with supporter enquiries, post out information and literature, manage collection boxes.
- Work with volunteers, arranging work for them and supporting them as needed.
- Ensure that Salesforce is accurate and up-to-date with member and supporter records and financial information.
- Process data in accordance with internal procedures and GDPR legislation.
- Process online and offline donations, ensuring our procedures are followed and information is correctly recorded.
- Develop data selections for campaigns and mailings, recording contact histories, campaign links and any source codes.
- Update mailing lists and record bulk communications on the CRM.
- Input monthly and ad-hoc gifts from bank statements.
- Review and map out supporter journey's, test new approaches, reach out to supporters to help fundraise and support the campaign.
- Buy places in selected sportives, support people in their training and fundraising activities and ensure Salesforce records are kept up to date.
- Support volunteers in the office and at regional events; match new volunteers with appropriate members of staff.



PERSON SPECIFICATION

Your strengths:

1. You'll be personable, with high levels of emotional intelligence, great listening skills and comfortable talking to people from all backgrounds.
2. You'll be an excellent relationship builder and collaborator.
3. You'll be at ease on social media, chatty and informal.
4. You'll be systematic and analytical - routinely running and analysing reports to assess impact and improve performance.
5. You'll be good at writing, able to adopt a friendly, accessible tone of voice.
6. You'll work well under pressure, able to cope with the more dynamic environment of a small charity.

Insight

1. You'll be able to think strategically and creatively and build plans with measurable outcomes
2. You'll be respectful and understanding of stammering and its impact, and be confident in projecting the 'broad church' Stamma vision
3. You'll be audience-led in your work, keeping supporters best interests at the heart of decision-making
4. You'll constantly evaluate activity and performance to optimise supporter experiences and inform future plans
5. Excellent at planning and managing a variety of projects
6. Self-aware and proactive in your personal and professional development

Your skills & experience

1. Ideally you will have used Salesforce before, and be at home using Microsoft Word and Excel.
2. You'll have used social media in previous roles, and will enjoy finding new ways of pushing messages out and making them stickier.
3. You'll have supported people in their fundraising via 10K, 5K and marathons before.
4. You'll have worked with volunteers before and may have supervisory experience.
5. You'll be used to tracking data and using this to plan, monitor and react.
6. You'll have experience at measuring supporter or customer satisfaction and using satisfaction metrics to improve activity.
7. You will have experience of creating communications and content for a variety of audiences and channels.

Your ambition

In this job you'll get more responsibility and opportunities to try things out and be ambitious. You'll learn on the job, and you'll have your sights set on building your experience so you can start managing and running teams.





HOW TO APPLY

If you feel you have the skills, the experience, the passion and energy to help us change the environment for people who stammer, then you're on your way to becoming part of something that will make a real difference to people's lives.

To apply for the role, please download and fill in the application form and attach an letter explaining your your interest in the position and give details of any relevant experience you have (no more than 150 words). Don't forget to also download and attach your monitoring form.

You are welcome to also attach a CV.

Deadline for application: 27th March 2020.

If you have questions about this position, please call 0208 983 1003 or email mail@stamma.org.

The British Stammering Association, trading as Stamma, is a registered Charity in England & Wales (1089967) and Scotland (SCO38866).

