

# APPLICANT INFORMATION PACK

## Supporter Care Officer

Responsible to: CEO

Based: Negotiable, regular travel to London office.

Hours: 5 days p/w

Salary: IRO £28,750

# SUPPORTER CARE OFFICER



[STAMMA.ORG](https://www.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. We started advertising this post just before the pandemic, when we then froze recruitment. With the benefit of a generous legacy we are in a position to re-advertise and move on.

What does this 'new normal' world mean for us? Everything and nothing. Ongoing cuts to services mean that getting NHS support as a child who stammers can be hard, and as an adult impossible. Stammering is still 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. Lots to play for.

The pandemic has changed the world for people who stammer. Trying to communicate with a stammer whilst wearing a mask, the never ending zoom meetings, finding work. As an organisation we need to be responsive to these changes, and to opportunities.

Many people have never met someone who stammers, nor do they understand the issues someone who stammers may face. We believe people should be able to stammer without feeling the need to hide or change how they speak. We have to make that a public debate AND insist that support needs to be there to help people manage their stammer should they need it.

We've seen a threefold increase in calls to our helpline, we've just launched a new service, webchat, and we've plans to expand our support and launch campaigns, and most of all, we need to grow. We believe that up to 3% of the population identify as having a stammer, with the overwhelming majority seeking to hide it, from family members, friends and employers. So let's make having a stammer OK.

Membership has doubled this past year. 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.

A handwritten signature in blue ink that reads "Jane Powell". The signature is fluid and cursive.

**Jane Powell**  
Chief Executive



# ABOUT US

We're a small, fairly newish team. We get on well with each other, we are keen to take on the world, campaign more, bring in more members, create change faster. And we're still building our systems. So this a great time to join us.

Apart from the salary and the company, we've a generous pension scheme and offer flexible working hours. We're all working from home - but the plan is that come 2021 we'll aim to physically meet up at least once a month, and certainly we want to physically spend time and meet up with new staff members.

A full time working week is 35 hours, excluding meal breaks, normally worked Monday to Friday. We support staff training needs - we want you to be as skilled as possible. 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%.

# 2021 PLANS

Our plans for 2020, including our national conference, took a bit of a hit this year. But we're back up and running and keen to get on. We want to:-

- Increase our support base by 1,800 in 2021.
- Develop defined and map out supporter journeys - ie parents, people who stammer, covert stammerers, those looking for work, those raising funds, donating etc.
- Establish procedures and routes for thanking and banking.
- Develop a comms plan to support volunteers, active or resting, so that they know how to jump in and help.
- Build a fundraising menu of activities and supporting materials for members to take advantage of.
- Work with the team to agree defined benefits and encourage people to become members.
- Work with the team to develop video & podcast content for the website and social channels.
- Work with the team to make our social media communications fly.





## 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 for 2019-2023 are:-

- 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.

# JOB DESCRIPTION

*In many organisations this role is a process-driven fundraising position. At Stamma it is a little different. More hands on, while we're looking for someone to design our supporter journeys just as importantly we need someone inspire and support them across their many different journeys. Fundraising is good, but it isn't everything.*

We want to attract 10,000 supporters and members in the few couple of years. We'll work on outreach campaigns and need you to make sure new members and new enquirers are given the love and attention they need to get, and stay engaged.

Your role is to create the communications and the processes to support our supporters and members in their engagement with us. We've little in place right now, so this is a great time to make your mark.

## ROLE OUTLINE

We want you to **support our supporters** and ensure that they are made to feel welcome; that they can find the information they need, can get involved in a way that suits them, are aware of the services they can access, take part and vote as members, stand or vote for Trustees, attend the AGM, are supported in reaching out to others, are acknowledged, thanked and are kept informed and inspired.

## ABOUT YOU

You enjoy writing and have an easy, relaxed style. You will be at home in the social media environment. Alongside your great communication skills (is it wrong to hope you stammer?) you are analytical - able to see the bigger picture - keen to drill down on user journeys and set up processes capable of supporting and tracking the different paths our supporters take - whether that be fundraising, campaigns, volunteering or just kept inspired. And convert passers by into fully engaged members and supporters.

## SUPPORTER JOURNEYS

You will start by mapping the routes people (can) take to get involved - and set up systems and communications (emails, tweets, letters, thank yous, information packs) to encourage them to stay engaged and involved.

You will work with mailchimp, hootsuite and other platforms to ensure supporters are kept informed via a channel which suits them. You'll work with our Salesforce Administrator to ensure we capture all relevant data, segment our communications and monitor impact. Don't be afraid to rethink how we do things. Take a look at Facebook Support Group, Twitter and Insta - how do we use these channels to convert people into members?

A portion of our supporters have been with us for up to 40 years, others are fresh in. We've enquiries in from parents, from students, from those struggling at work and from rebels keen to campaign. You will need to be systematic and structured in your approach if we are to provide consistent care for all of our supporters.

While your communications will capture and inspire, this needs to be backed up with good structured admin and planning skills. You'll design the pathways for fundraisers and runners - from the info packs through to the certificates and thank yous; you'll have your sights set on high volume recruiting during International Stammering Awareness Day; have a plan for students; have the welcome email off pat. And because you are ambitious, keen to demonstrate the value you bring and show your achievements, you'll set up monitoring and tracking from the start.

*If this is you, then join the team.*



# POST HOLDER

*This is our wishlist. You may not be able to tick every item. But go for it.*

We want you to ensure our supporters feel welcome, that they can find the information they need, are aware of the services they can access, are supported in reach our to others and receive timely communication and appreciation.



## **And help them support Stamma:-**

- Help people fundraise and financially support the Stamma – via regular giving, sportive events and fundraisers.
- Help people get involved in volunteering for the Stamma, 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 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, record 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 journeys, 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.
- Support volunteers in the office and at regional events; match new volunteers with appropriate members of staff.
- Build engagement in Trustee elections, our AGM and governance.



# PERSON SPEC

## 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.

## 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.

## 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 believe 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 click [here](#) and download the form.

Please return the completed forms to [mail@stamma.org](mailto:mail@stamma.org) with a cover letter. Use the cover letter to tell us a bit about yourself, but no more than one side of A4. You may also send, if you wish, a copy of your CV.

If you have questions about this position, please call 0208 983 1003 or email [mail@stamma.org](mailto:mail@stamma.org).

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