



**ramblers**  
at the heart of walking

**Supporter Care Officer**

## Job Profile

<b>Job Profile Title:</b> Supporter Care Officer	<b>Responsible to:</b> Supporter Care Manager
<b>Directorate:</b> Membership and Fundraising	<b>Responsible for:</b> Office volunteers
<b>Contract:</b> 6 months	<b>Hours:</b> 35 hours Covering the core telephone hours of 09:00 – 17:00
<b>Band:</b> 2	<b>Location:</b> Vauxhall / London Bridge, London
<p><b>Purpose of Role:</b></p> <p>At the Ramblers, we're committed to giving our supporters the very best experience possible, and our Supporter Care Team is at the very heart of this.</p> <ul style="list-style-type: none"> <li>• To be the first line of support for incoming enquiries, delivering first-class supporter care, deepening supporters' and members' engagement with the Ramblers.</li> <li>• To accurately record interactions and transactions for our supporters, with an unwavering eye for attention to detail, maintaining data integrity.</li> <li>• To help build a strong coalition of membership ambassadors across Ramblers GB as one team of volunteers and staff, partnering to share best practice, ideas, tools and resources to attract, welcome and retain new members to walk and campaign with the Ramblers.</li> <li>• To be an ambassador for our supporters and members throughout the organisation, sharing your unique insight with others.</li> </ul>	
<p><b>Key Responsibilities:</b></p> <ol style="list-style-type: none"> <li>1. Listen and respond to the needs of each supporter, considering and understanding their personal experiences and motivations while conveying information in an appropriate and empathetic manner. Provide customer service throughout the supporter journey, with a clear focus on building long-lasting relationships, and increasing value from these relationships.</li> <li>2. Acknowledge and thank all donations, subscriptions, and other payments, in an appropriate, proactive and timely manner with, where appropriate, tailored and personalised responses.</li> <li>3. Investigate and research any problems, issues or complaints, liaising with other departments where necessary to reach a resolve, ensuring the supporter is kept up to date throughout.</li> <li>4. Actively maintain an understanding of different projects (campaigns, fundraising etc), to ensure the best quality of supporter care is given. Where needed, attend project planning meetings, to determine best how to fulfil supporter responses, briefing external agencies when needed.</li> </ol>	

5. Act as an ambassador for supporters and members across the organisation, sharing your unique insight with colleagues.
6. Update the Ramblers CRM database by logging all interactions, with a high level of accuracy, in line with the Ramblers processes and procedures and data protection legislation. Use this information to create and develop relationships with existing and potential supporters.
7. Respond to high volumes and a diverse range of enquiries, via multiple communications channels (including phone, email and post) in an appropriate, proactive and timely manner.
8. Comply with all processes and procedures in line with Ramblers policy in line with data protection & Gift Aid legislation
9. Handle and process a range of payments, including cash, cheques, credit/debit cards and Direct Debits. Maintain database integrity.
10. Support and steward key volunteers such as Membership Secretaries, providing training and guidance where needed.
11. Manage feedback and complaints, in line with procedures set, and where possible turning complaints around.
12. Input into new digital product development (including website and mobile) to ensure members get additional value out of their membership and to support volunteers in recruiting and retaining members.
13. Manage office volunteers, ensuring they feel valued and supported to carry out their tasks effectively.

To undertake such other duties as may be reasonably required of the post holder by the Ramblers.

### **Decision-making**

Our Supporter Care Officers make decisions within the existing standards and procedures set, to ensure a consistent and high-quality service for our supporters. Where needed, decisions can be escalated or consulted with the Supporter Care Team Leader

### **Analysis and initiative**

Required to provide information, resolve queries and investigate specialist questions by referring to or collaborating with colleagues, proactively and using their own initiative, to ensure that the team workload is met. Encouraged to contribute to improved ways of working or processes.

### **Communicating**

Conveys information clearly and accurately, checking own understanding and seeking clarification where information or request is unclear. Displays best practice supporter service to potential and existing supporters and maintains a courteous and efficient manner with difficult individuals or situations. Spots problems or risks and provides assistance proactively. Maintains relationships with our Membership Secretaries and can explain technical information in a clear and easy to understand way.

## People

Works collaboratively with team members and helps to provide guidance/best practice processes and task to less experienced/temporary staff or volunteers. Provides guidance and specialist knowledge to other colleagues on our supporters, membership and fundraising.

## Resources

Responsible for accurate and up to date data input and collation, and handling supporter information to maintain existing and attract new supporter relationships.

Co-ordinates, produces, checks and delivers a range of reports, welcome packs, payment batches and other relevant reports, adhering to team processes and procedures.

## Knowledge, skills and expertise (person spec)

### Essentials:

- A high standard of organisational, interpersonal and communication skills.
- An excellent telephone manner.
- An ability to maintain high levels of accuracy at all times.
- Ability to adapt style, tone and content to provide a tailored service to supporters.
- Ability to show initiative and determination to investigate and solve complex enquiries.
- Excellent time management and organisational skills enabling you to plan and prioritise incoming workloads to SLAs set.
- A proven experience of working in a busy customer/supporter service environment.
- A team player, able to develop collaborative, strong and effective working relationships.

### Desirables:

- Experience in working with volunteers, preferably in a multi-site or GB-wide context
- Database experience
- Interest in walking and/or being an advocate for the outdoors and natural environment.
- Experience in using multiple systems such as customer care ticket systems (like Zendesk), CRM database and telephone management systems.

## Key Contacts

**Internal:** Fundraising and Membership, Operations and Volunteering, Advocacy and Engagement, Finance Team, Data and Digital Transformation, Ramblers Cymru and Ramblers Scotland.

**External:** Supporters (donors, members, fundraisers, campaigners), the general public and volunteers.

### **Other essential requirements for the role-holder**

Ramblers is a member-led organisation, with the majority of work led by volunteers and all staff are expected to work closely with volunteers and to manage relationships with function specific volunteers. For example, campaigns staff work with campaigning volunteers, finance staff work with finance volunteers, walking operations staff work with walk leader volunteers etc.

Every member of staff is expected to show respect to their colleagues, our volunteers and members and to understand and adhere to the following:

- Ramblers Code of Conduct and Values
- Equality and Diversity Framework
- Health and Safety Policy
- ICT Security Policy

Staff should also ensure that they act in accordance with The Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003, Fundraising Code of Practice, Ramblers financial instructions and UK employment law if applicable.

The details contained in the Job Profile, particularly the key responsibilities, reflect the content of the job at the date the document was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, Ramblers will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.

### **To apply**

Please review the full job description and send your **CV and supporting statement**, using the template attached to [recruitment@ramblers.org.uk](mailto:recruitment@ramblers.org.uk) by **30th November 2020**.

#### **Shortlist:**

We will review all applications and confirm by email whether we are going to be taking you through to interview stage. Due to the high volume of applications we receive, we will be shortlisting and responding to candidates before the deadline.

#### **Interview:**

Please note we anticipate that the interviews will take place from the 4<sup>th</sup> December 2020.

## Compensation and Benefits

- Competitive salary
- 35 hours working week
- 25 days annual leave plus bank holiday
- Perkbox – includes exclusive discounts, discounted gym membership, free birthday gifts. Access to 24/7 employee assistance programme and online GP access
- Company pension
- Season Ticket loan
- Cycle Scheme
- Free eye tests
- Christmas office closure in addition to annual leave entitlement

## Additional background Information on the Ramblers

The Ramblers helps everyone, everywhere, enjoy walking and protects the places we all love to walk. We are the only charity dedicated to looking after paths and green spaces, leading walks, opening up new places to explore and encouraging everyone to get outside and discover how walking boosts your health and your happiness.

Since 1935, the Ramblers have played a crucial role in:

- establishing National Parks
- establishing the first National Trail, the Pennine Way
- protecting paths and placing them on definitive maps in England and Wales
- getting access to the countryside, including the Land Reform (Scotland) Act 2003, securing ancient freedoms and the Countryside and Rights of Way Act (2000) which opened up a million hectares of countryside in England and Wales
- helping people to go walking on friendly, group walks and with our quality library of self-guided routes.

Volunteers are at the heart of everything we do. Other than small staff teams in London, Edinburgh and Cardiff and our home workers, all our work is carried out by volunteers. Some 20,000 work 365 days a year, rain or shine, to deliver our mission.

### **Our vision and strategic framework**

Our vision is a country where everyone enjoys the outdoors on foot and benefits from the experience. We are focusing on three ambitions to help us make our vision a reality:

### *A country designed for walking*

We want everything to be in place in England, Scotland and Wales so we can all enjoy the outdoors on foot and benefit from the experience. This includes great places to walk; a true right to roam and path networks that connect people with communities, history, and nature; we want to ensure the right support from government, society, public and private organisations to help us achieve this. A walking country will enable and motivate more people to walk, as a means of transport, for their health and wellbeing, to help the environment or for the sheer joy of it!

### *Helping everyone find their feet*

Walking can take you anywhere. We want to provide the support and resources everyone needs, regardless of their age, background, fitness or mobility, to enjoy and benefit from walking outdoors. We want to help construct the national and local policies and programmes that give individuals and communities the opportunity to go out and walk, and we want to educate them about how walking can improve their health and wellbeing.

### *Connecting people through the Ramblers*

We want to improve the health and wellbeing of the public by providing our own communities of walkers with the best possible Ramblers experience. This includes leading high quality walks, facilitating outings and holidays that help people enjoy the best walking has to offer; producing expert resources so people can safely explore the outdoors themselves and connect with nature; and providing tailored support to individuals to help them progress from the sofa to the summits or the city street to the mountain peak.

We will do all this by leading from the front. We will stand together with the outdoors community, inspire a new generation of walkers and continue to work in partnership to achieve our three ambitions.

### **Our governance**

At the heart of everything we do are our members who support our values and deliver the vast majority of our work by volunteering their time and energy. At our AGM, a group of our volunteers from across the country meet as our General Council and elect our Board of Trustees. Formally we are the Ramblers Association, but we operate as the Ramblers.

Whichever nation they call home, every member who joins us is part of Ramblers Great Britain. Ramblers Scotland and Ramblers Cymru operate independently but within the Ramblers GB family. Areas in Scotland and Wales elect a national council similar to the General Council. These councils elect an executive committee who set the strategic direction and policy for our work in Scotland and Wales. Our GB strategic framework and business plan are supported by equivalent documents for Ramblers Cymru and Ramblers Scotland.

Trustees delegate responsibility for the day to day management of the charity to our Chief Executive Officer and their team.

### **The team**

The Ramblers GB friendly staff team comprises six departments:

- Chief Executive Office – provides overall leadership to the organisation and makes sure our charity is governed effectively;
- Advocacy and Engagement – lobbies and advocates on behalf of walkers, campaigns to bring about change, responsible for the Ramblers brand and external communications channels, raises our public profile;
- Operations and Volunteering – helps get more people walking more often through member and non-member products and services including group walks, self-guided routes and path maintenance activities; ensures a consistent approach to the management and support of volunteers across the charity;
- Membership and Fundraising – focused on attracting, engaging and retaining a loyal, vibrant community of members and supporters across Britain. Our aim is to deliver long-term, sustainable

- income growth from valuable partnerships with our members, individual supporters, corporates, trusts, statutory bodies and our society lottery, to enable the delivery of the Ramblers' mission;
- Data, Digital and Technology – drives change through designing, developing & deploying data & digital capabilities for staff & volunteers and also managing our information and communications technology provision;
  - Services – provides underpinning infrastructure to support the delivery of our mission, through Finance, HR, Facilities Data Protection.

There are also teams in Ramblers Cymru and Ramblers Scotland, reporting via their directors, to the CEO.

As a small organisation with big ambitions, all our work is delivered in a genuinely cross-team, collaborative way.

Whichever team they're in, and wherever based, our staff all have a few things in common – a passion for walking and the outdoors, a huge appreciation for our volunteers, and a commitment and resilience to make ambitious plans happen in a challenging environment.