

Dear Applicant

**Supporter Development Co-ordinator (4 days per week)**

Thank you for your interest in working at Campaign Against Arms Trade (CAAT). We are currently recruiting a Supporter Development Co-ordinator. Working closely with our Campaigns Co-ordinators and Fundraising Manager (Trusts & Major Donors), you will be responsible for the recruitment, retention, and engagement of supporters, and fundraising from these individuals.

A skilled communicator and natural relationship builder, the ideal candidate will have experience of developing supporter journeys which integrate campaigning, fundraising and engagement; ensuring that supporter data is held responsibly and used appropriately; and maximising income through regular giving, appeals and digital channels.

CAAT aims to work without hierarchy. We operate a pay parity policy and all permanent members of staff are directors of the company. The organisation is run on the principles of collective management and peer support – collective management responsibilities take an average of seven hours per week.

The job description and person specification (below) form the application pack, along with the application form and equal opportunities monitoring form. **We can only accept applications which use our application form.** CVs will not be considered.

CAAT is working towards a more equitable society and we encourage all applicants to complete the equal opportunities monitoring form. CAAT values diversity and is currently looking to recruit individuals from under-represented groups, in particular People of Colour. When shortlisting scoring shows that a group of candidates are as qualified to do the role as each other then the selection is narrowed by using positive action. The panel will then try to offer an interview to all candidates who identify as a person of colour from this group of candidates who were considered equally qualified.

**Please submit your application form (and equal opportunities monitoring form) to: [caroline@caat.org.uk](mailto:caroline@caat.org.uk) no later than 23:59pm on Sunday 6 September.**

**Interviews will be held on Monday 28 September.** If you have not been invited to interview by 1pm on Wednesday 23 September, please assume that your application has been unsuccessful.

Jon Nott  
Operations Manager

# Supporter Development Co-ordinator

## Job Description

Campaign Against Arms Trade (CAAT) is a UK-wide non-charitable campaigning organisation, currently 70% funded by the donations of supporters. The Supporter Development Co-ordinator will work towards maximising this income and maintaining the organisation's long-term financial stability.

The post-holder will:

- Maximise donation income from CAAT's supporter base in line with CAAT's financial needs.
- Work with colleagues to develop and implement plans for the recruitment, retention and engagement of supporters.
- Develop strategies for utilising CAAT's supporter database (CiviCRM) as a fundraising tool.
- Provide income reports and analysis to staff and Steering Committee as appropriate.

The vast majority of supporter income is generated through new and existing supporters' cash donations and regular gifts. Other supporter income streams include: community fundraising, events, fundraising affinity schemes, and legacies.

### **Responsibilities will include:**

1. Working with the Fundraising Manager (Trusts & Major Donors) to develop and implement the organisation's fundraising strategy
2. Working with colleagues to ensure that fundraising and campaigning messages and activities are fully integrated at a local and national campaigning level
3. Working with colleagues to develop materials for different stages of supporter journeys, and organising their distribution
4. Developing and maintaining supporter relationships to ensure increased and repeat donations as well as wider supporter involvement
5. Maximising income from regular giving mechanisms
6. Initiating, developing and maintaining good networks of contacts to support and facilitate fundraising work.

7. Working with colleagues to maximise income through CAAT's online presence, e.g. through using social media, online advertising and petitions on external sites. This would also include testing new digital channels for recruiting supporters.
8. Working with colleagues to set priorities for the further development of the supporter database.

**Duties will include (average 21 hours per week):**

1. Producing and administering regular supporter appeals.
2. Administering regular and one-off donations and acknowledgments.
3. Being the first point of contact for donor enquiries and corresponding with supporters as appropriate.
4. Maintaining files and records to support fundraising work, including performance of appeals and ongoing records of donor relationships.
5. Ensuring CAAT supporter development complies with all applicable legal requirements and meets the highest ethical standard.
6. Managing and developing merchandise schemes such as CAAT's greetings card programme.
7. Working with and managing volunteers with supporter development responsibilities.
8. Sharing the responsibility for opening and processing the post.

**Organisational Role (average 7 hours per week):**

With other staff, the post-holder will also:

1. Share responsibility for campaign planning and organisational strategy;
2. Share responsibility for collective policies, systems and skills-shares, where appropriate;
3. Be responsible for supervising volunteers or people on paid placements undertaking relevant areas of work;
4. Contribute to CAAT News (CAAT's quarterly magazine), the CAAT website and other external communications where necessary;
5. Share the day-to-day running and administration of the CAAT office, which could include assisting with staff cover during holidays and other absences;
6. Review and support other staff, including participating in regular staff review meetings, as part of the collective management of CAAT.

# **CAAT Supporter Development Co-ordinator**

## **Person Specification**

### **Essential**

1. Has relevant fundraising experience and a proven record of success in supporter fundraising, including having developed and implemented fundraising strategies.
2. Has an understanding of how campaigning organisations work with their supporters, particularly in a fundraising context.
3. Has experience of writing and sending direct mail and email appeals using a supporter database.
4. Has skills in developing supporter journeys and using digital channels for fundraising and recruiting supporters.
5. Is an excellent and effective communicator whose written and spoken English can persuade diverse audiences and meet varied objectives.
6. Has a clear understanding of the legal requirements involved with fundraising.
7. Self-motivated and can work effectively without supervision and collaboratively as part of a team, managing heavy workloads and delivering work to meet deadlines successfully.
8. Has the skills to work with, motivate and supervise volunteers.
9. Demonstrable commitment to equal opportunities: this could have been gained through personal experience, training, and/or working or volunteering for an organisation that champions equal opportunities issues.
10. Demonstrable commitment to CAAT's aims and objectives, including commitment to the collective running of CAAT.