

Regular Giving Coordinator

Reports to: Head of Fundraising
Location: Coeliac UK Head Office, High Wycombe with opportunity for hybrid and flexible working.
Contract Type: Permanent, 35 hours per week
Salary grade table: GA5.1 £28,305 per annum
Line management: No direct reports

The Role:

The fundraising team at Coeliac UK plays a crucial role in raising funds to support the charity's work. This is a new position within the team, ideal for someone who is passionate about delivering an outstanding supporter experience, is organised, and enjoys working with data. The focus will be on managing and growing our regular giving programme, ensuring a positive experience for existing donors and attracting new supporters.

Working closely with the Head of Fundraising, you will be responsible for increasing the number of regular donors, maintaining and upgrading relationships with existing supporters, and contributing to Coeliac UK's overall fundraising goals.

Key Responsibilities

- Coordinate the regular giving programme, ensuring smooth processes for donor sign-ups, payments, and communications.
- Develop and deliver plans to increase the number of regular donors and meet fundraising goals.
- Track and review programme performance, identifying opportunities for improvement and growth.
- Plan and execute campaigns to attract new regular givers and engage current supporters, working closely with the marketing team to develop materials that inspire sign-ups and ongoing involvement.

Supporter Stewardship:

- Collaborate with the Individual Giving Manager on producing supporter newsletters, ensuring regular givers are appropriately thanked.
- Build and maintain positive relationships with regular donors through personal communication and care.
- Identify donors who may be considering leaving and work to retain them.
- Respond promptly to donor inquiries or concerns, ensuring a consistently positive experience and maintaining high standards of supporter care.

Data Management:

- Ensure consistent and thorough record-keeping for supporters using the charity's CRM system, in line with fundraising guidelines, GDPR, and Gift Aid requirements.

- Ensure all regular giving income (including Direct Debits, Standing Orders, Recurring Credit Cards, and Payroll Giving) is processed correctly and promptly for accurate financial reporting and supporter stewardship.
- Generate reports from the CRM to analyse and report on acquisition, retention, and attrition rates.

Team Support:

- Assist the Fundraising team with supporter care tasks, including responding to telephone, post, and email inquiries, processing donations, handling merchandise, and supporting appeals.
- Provide regular updates to the Head of Fundraising and Director of Fundraising on progress towards financial targets, marketing plans, and other KPIs.
- Support the annual planning and budgeting process for the Regular Giving programme.

Collaboration:

- Work with other teams, including fundraising, membership, marketing, and finance, to support and enhance the regular giving programme.
- Occasionally attend events at evenings and weekends if required

Knowledge, Skills, and Experience

- Passion for Coeliac UK's mission to fight for everyone with coeliac disease.
- Strong knowledge and passion for building excellent supporter/customer relationships.
- Knowledge and experience of working with a Customer Relationship Management (CRM) system.
- Ability to use data to inform decisions.
- Understanding of regular giving and fundraising practices.
- Highly organised with strong time management and prioritisation skills.
- Experience of managing projects.
- Excellent communication skills, both in person, over the phone, and in writing.
- Proficient in MS Office/365 and Teams.
- Energetic, self-motivated, and able to work well within a team.
- Experience in a similar role (e.g., events, marketing, communications, or fundraising) is desirable.
- Advanced Excel skills with the ability to analyse data and manage budgets is desirable.

Competencies

1: General
Demonstrates competence in own area; may still be acquiring higher level skill
Typically works within clearly defined guidance in own area of knowledge
Depends on others for instruction, guidance and direction
2: Technical expertise; building & maintaining
Developed skills in basic theories, practices and procedures in one skill area through formal training
2: Technical expertise; applying & anticipating
Applies knowledge/skills to a variety of standard day to day activities
3: Client/organisation orientation; client response
Responds to client requests in non standard situations, investigating all the facts
3: Client/organisation orientation; organisation understanding
Understands relationships between work processes and the organisation
3: Client/organisation orientation client response; costs
Understands costs related to own work
4: Creating & delivering solutions; problem solving
Uses existing, clearly defined procedures to solve routine problems, generates possible solutions
4: Creating & delivering solutions; planning & organising
Manages own time to deliver against tasks set by others, with a medium term horizon
5: Working relationship; communicating, negotiating & influencing
Asks questions, checks for understanding, provides explanation clearly and precisely, presents information clearly and in appropriate style
5: Working relationship; teamwork, coaching & guiding
Works actively in team activities
5: Working relationship; networking
Builds stable and useful working relationships internally and develops external relationships

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the needs of the charity.