



Job description: Supporter Administrator role – 15 hours per week over 2 Days

Below describes the tasks that will fall under the responsibility of the Supporter Administrator role. Occasionally, additional duties will be required, along with supporting the Office Manager and Railtours.

Front Office

Reception duties to welcome visitors and guests. Answer phone calls and inbound emails from supporters.

Supporters – create a meaningful and lasting relationship with supporters

Create orders for new supporters.

Nurture relationships with donors.

Contact supporter dropouts / expired donors [members of clubs which have paid in full, could we encourage them to join other clubs which require fundraising].

Engage donors as volunteers, event attendees, council and board members.

Acknowledging donation

Promptly thank donors acknowledging the impact of their donation. Discuss recognition opportunities.

Tasks:

1. Letters to supporters and major donors on behalf of the Chairman/Council
2. Issue Welcome packs within required deadline – 14 days.

CRM – Supporter Database

Tasks:

1. CRM population [to include updates and changes to existing supporters].
2. Managing subscription cancellations.
3. Creation of new clubs and supporters.
4. Record notes in relation to donors preferences and interests to foster stronger connections.
5. Working with the Director of Marketing and Communications to create contact lists to optimise the Trust mailings.

Marketing / literature

Manage leaflets and other literature requirements, and supporter applications.

Updating marketing lists on Mailchimp and for the Printer – The Communication Cord etc.

Roll of Honour Boards

Maintain and update the display boards. (Annual)

Annual Supporter Cards

Issuing annual supporter cards, working with external agents. (Annual)

Ad-hoc Duties

Railtours

Provide booking support to the Railtours Bookings.

Support the Office Manager

Provide data to quantify the outcomes of campaigns and clubs. These will inform the reporting, newsletters, annual reports and other marketing opportunities.