



ROLE PROFILE

Post: Supporter Engagement Lead

Hours: Full time; 37.5hrs per week

The nature of this role will require working flexibly across the week, including some evening and occasional weekend working.

Salary: £28,000 - £32,000 FTE (pro-rata) dependent on experience

Location: Carlisle Youth Zone (CYZ)

Main Purpose:

As part of the Fundraising and Development Team, this role reflects our deep commitment to the supporters - individuals, businesses and organisations - who make our work with young people possible. The role will ensure all our **supporters feel valued, informed and connected** to the difference we are making together, from getting out and about to see people, creating timely communications, coordinating meaningful opportunities for employee engagement, and supporting the design and delivery of supporter fundraising activities. This role is about **deepening relationships and ensuring high-quality supporter care**. The role will also contribute to **inspiring and enthusing new supporters** to get behind the charities vision and mission, designing compelling campaigns and delivering thoughtful events that demonstrate the impact made possible through support.

Main duties:

- Drive supporter retention across all engagement activity, recognising this as the most critical element of the role; ensuring every supporter feels valued, informed and connected to the role they play in CYZ's mission over the long term
- Plan, write, design and distribute high-quality communications to supporters, including CYZ's regular Patron Post newsletter, targeted social media content and timely website updates, ensuring all output is consistent, engaging and aligned with CYZ's brand and key messages
- Lead the delivery of key engagement events, such as Business Breakfasts, CYZ's annual Race Day, and 'Seeing is Believing' events, ensuring they are well-organised and on budget
- Work in close partnership with the Corporate Partnerships Manager to ensure that all Patrons receive appropriate stewardship tailored to the level and nature of their support

- Act as the champion for supporter care within the CYZ team, advising team members on what outstanding supporter stewardship looks like and ensuring that every supporter interaction reflects CYZ's values
- Monitor and evaluate activity, events and outputs using data, analytics and learnings to grow understanding and engagement with our supporters
- Listen carefully to supporter feedback and use these insights to shape future plans and engagement activity

PERSON SPECIFICATION:

Attribute	Criteria
Knowledge & Experience	Experience of planning and delivering engagement plans in line with organisational objectives and aims. This may be linked to fundraising or other project / campaign type activity that required the engagement of others.
	A demonstrable track record of planning, organising and delivering successful events.
	Experience in producing high-quality written communications for both digital and print.
	Experience of using analytics and feedback (quantitative and qualitative) to monitor engagement and maximise impact.
	Experience of working with a CRM system (desirable)
	Experience of working with event sponsors, including negotiating contracts and managing brand assets such as logo placement (desirable)
Skills & Abilities	Strong relationship-building skills, with the ability to establish rapport and credibility, and build/maintain strong, professional relationships with key supporters, acting as a reliable first point of contact.
	Outstanding written communication skills, with the ability to create persuasive copy and develop materials for different audiences, whether through case studies, data-driven insights, visual content or storytelling.
	Excellent organisational skills with the ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks.
	Sound budgeting skills.
	Strong digital skills and capabilities, with confidence in using a range of tools for communication, content creation and event coordination
Personal Qualities	A passion for the vision and mission of the charity.
	A team player, able to work effectively across the team and aligned to CYZ's One Team approach; including with CYZ's Youth Work team to gather meaningful stories and content for communications and to develop and deliver employee engagement activities.
	Non-judgemental and inclusive approach to work including maintaining ethical standards
	A flexible attitude to work and a willingness to contribute to a variety of duties to ensure the efficient and effective running of our charity

This post requires us to complete an Enhanced DBS check with a Children's Barred List check.