

<b>Job Title</b>	Income Generation Administrator
<b>Reports to</b>	Director of Income Generation
<b>Salary</b>	£25, 279
<b>Hours</b>	35 (5 out of 7 days) normally Monday – Friday
<b>Location</b>	Malvern office

#### **Purpose**

In this newly created role, as the Income Generation Administrator, you will provide effective support to the whole of the Income Generation team which currently includes Retail and Fundraising. A proactive and forward-thinking individual you will be highly organised and have strong IT skills. Reporting directly into the Director of Income Generation you will work out of our Malvern office taking the lead on all administration and co-ordination needs for the Directorate.

You'll know how to work to deadlines and understand the importance of teamwork. You will recognise the need to recruit volunteers to support the operation and you'll supervise them in their day to day volunteering with us.

The Retail estate includes 13 shops and e-commerce operation with a turnover of approx. £1.5million. Our Fundraising offer is focused on partnerships, community engagement, events, campaigns, and legacy income generation activities. The Income Generation Administrator will support all income streams across the directorate as part of our mapped approach to increase income generation contribution to the organisation.

#### **Responsible areas**

- Deliver excellent customer service to internal and external stakeholders via telephone, email, and written correspondence
- Manage day-to-day phone and email enquiries, providing operational support in conjunction with the Retail Operations Manager, to the retail chain.
- Act as the primary contact for the Retail and Fundraising customer service phone line and email inbox, responding to all external enquiries in a timely and professional manner.
- Lead on Gift Aid notification processes and related communications, working closely with the Finance team to ensure compliance and accuracy.
- Ensure Gift Aid declarations relating to Fundraising are accurately captured, recorded, and processed on the CRM database in a timely manner.
- Support in the creation of an Income Generation and departments digital toolkits and SharePoint sites which support the operational running of the Directorate.
- Log all volunteer data accurately on the appropriate database.
- Support Health & Safety administration across the Retail estate and within Fundraising as required.
- Work collaboratively with the Income Generation Senior Leadership Team (SLT) to develop and implement new ways of working and standardised digital administrative processes
- Recruit, manage, and support volunteers for the Income Generation team based out of Malvern.
- With support from the Director of Income Generation, prepare engaging donor communications using agreed templates and bespoke responses via the CRM, and tilling system functionality.



- Process donations and issue appropriate acknowledgements and thank-you communications to supporters.
- Set up new regular gifts and process amendments or cancellations as required.
- Maintain accurate donor records by logging all communications and donations on the CRM system.
- Support in accurate management of online donation platforms and portals to include social media, Enthuse to the CRM, always maintaining quality data.
- Process donations and sponsorship income in preparation for submission to the Finance team.
- Produce CRM reports to support mailings, financial reporting, and event planning and analysis.
- Work with the Director of Income Generation to maintain an up-to-date Directorate Risk Register.
- Ensure compliance within, Retail and Fundraising operations with all relevant legislation and best practice, including data protection, CRA code of Practice, Fundraising Code of Conduct HMRC, Trading Standards, health, and safety.
- Hold the Directorate complaint log, managing all levels of complaints, achieving positive outcomes, and protecting against reputational risk.
- Ensure processes are in place to enable GDPR compliance, flagging breaches as or if they occur.
- Cross organising work with Safeguarding leads to ensure strong awareness and understanding of Safeguarding within the Directorate and beyond.

#### **Customer Service**

- Excellent customer service skills both internally and externally.
- Present a positive and helpful attitude as an ambassador for Age UK Wyvern.
- Recognise that communication is key when dealing with both internal and external stakeholders.
- Communicate openly and transparently with others ensure the effective operational administrative needs of the Directorate.
- Supervise any volunteers recruited to support administration within Income Generation.
- Work well as part of the wider Age UK Wyvern Income Generation team, understanding the role you play.

#### **General Responsibilities**

- To ensure all mandatory training including e-learning is completed.
- To undertake any reasonable requests by the Director of Income Generation or member of the Senior Income Generation Leadership Team, to support the operational needs of the business.
- To attend training and team meetings as requested.
- Involvement in opening/closing of new Retail locations.
- To assist with Fundraising activities and events out of hours when required.
- Compliance with all relevant Age UK Wyvern Policies and Procedures.

#### **Please note**

This job description cannot cover every issue or task that may arise within the post at various times and the post-holder will be expected to carry out other duties from time to time which are broadly



consistent with those in this document. This job description does not form part of the contract of employment.

## Person Specification

	Requirements	Essential	Desirable
<b>Qualifications</b>	A good level of maths, English and general ICT skills (at least GCSE Grade 4 or above - or equivalent).	X	
<b>Knowledge and Experience</b>	<p>Experience of working in the charitable sector</p> <p>Strong working knowledge of Microsoft Office 365 (Teams, SharePoint, word, excel, PowerPoint)</p> <p>Experience in management of client relationship management systems (CRM)back-end tilling systems</p> <p>Experience of working with platforms such as Stripe, Mailchimp, Ticket Tailor, Enthuse</p> <p>A proven ability to work within a team</p> <p>Excellent written and verbal communication skills.</p> <p>Excellent organisational skills and the ability to multi task and prioritise.</p> <p>Understanding of data protection/GDPR</p>	X X X X X X X	X

	<p>legislation and its implementation.</p> <p>Proven ability to work to a high standard and with an excellent eye for detail and meticulous in ensuring accuracy of data.</p>	X	
<b>Personal Attributes</b>	<p>Excellent Communicator</p> <p>Experienced planning and organisational skills</p> <p>Positive and results Driven</p> <p>Goodtime keeping strong work ethic</p> <p>Approachable and Friendly</p> <p>Conducts themselves' in a professional manner.</p>	X X X X X X	