

PLAN INTERNATIONAL UK JOB PROFILE

Job title	Sponsorship Communications Coordinator
Directorate	Fundraising
Unit	Individual Giving
Grade	6
Salary	£25,070 per annum
Hours	Full-time - 5 days - 34.5 hours per week
Contract type	Permanent
Location	UK based working from our offices near Old Street, London. We have moved to a hybrid working model, where staff split their time between working at home and in the office.
Reporting to	Sponsorship Communications Team Leader
Responsible for	Sponsorship Communications Volunteers

Overview

Plan International strive to advance children's rights and equality for girls all over the world.

Working together with children, young people, our supporters and partners, we're tackling the root causes of gender inequality and child poverty. We've been building powerful partnerships for over 80 years, and we're now active in more than 70 countries.

The Individual Giving Unit is made up of the following areas: Supporter Acquisition, Supporter Retention, Supporter Engagement, Sponsorship Operations and Database Marketing and Insight.

Our primary proposition is Child Sponsorship, where we deliver an engaging one to one relationship to over 77,000 child sponsors. The Individual Giving Unit is responsible for generating income from individuals through high-quality direct-marketing activity and for fulfilment of the sponsorship journey. This is done through a process of donor acquisition, retention and upgrade alongside developing and offering other mass-marketed fundraising propositions for supporters to participate with. This team therefore delivers the direct fundraising activity to solicit sponsorship and other regular/one off donations alongside ensuring that income is accurately managed and available to the whole organisation. Finally, the team provide direct supporter engagement to respond to and communicate with supporters and specific sponsorship related operations.

Job Purpose

The purpose of this role is to deliver an exceptional service within the Sponsorship Operations team through:

- Reading and logging communications (letters and emails) from sponsors and sponsored Children within agreed turnaround times and to target
- Processing and/or escalating queries when communication content is inappropriate as per our Child Protection and safeguarding procedures
- Training and overseeing all volunteers on reading and logging communications from sponsors and sponsored Children
- Tracking overdue communications from the Programme Countries

Key Deliverables	Key Activities
Volunteer recruitment, training and supervision	<ul style="list-style-type: none"> • Work with the Sponsorship Communications Team Leader to recruit volunteers and temporary staff on a regular basis • Ensure that volunteers and temporary staff are fully trained in all sponsorship communications processes, and they have resources to complete their tasks • Conduct wellbeing meetings with volunteers • Contribute to efficient working practices and the promotion of volunteer retention • Monitor workload, issues and report on progress to the Sponsorship Communications Team Leader to ensure resourcing issues are addressed as necessary
Read and log correspondence to and from sponsors and sponsored Children	<ul style="list-style-type: none"> • Ensure that all communications from sponsors and sponsored children is read, logged on our database and despatched as appropriate within agreed time frames – both hardcopy and softcopy communications • Maintain an effective system for processing sponsorship communication queries within agreed timeframes, and escalate where necessary • Escalate inappropriate correspondence to our Safeguarding Focal Point as per our policy • Report on volume of sponsorship communications sent weekly against KPIs • Maintain appropriate filing and storage systems for communications in line with our Safeguarding and Data Protection policies and ensure effective handling of the above procedures
Unsuitable sponsor gifts	<ul style="list-style-type: none"> • In accordance with our gift policy, offer sponsors who send unsuitable gifts the option to have the gifts returned or donated to a local children's charity • Review content of any messages sent with unsuitable gifts with a view to dispatch if possible • Update the Unsuitable Gifts section of the training manual whenever changes are implemented to the process • Make recommendations for continuous improvement of the Sponsor Gift Policy
Tracking of sponsored child communications	<ul style="list-style-type: none"> • Track sponsored child communications and follow-up in line with procedures • Send holding communications to sponsors in line with procedures • Follow through actions arising from tracking to improve service to sponsors thereby maximising their lifetime value
Qualitative Sponsorship Communications Study	<ul style="list-style-type: none"> • Review child to sponsor letters per country every quarter • Analyse the quality of letters following guidelines • Ensure report is shared with the Senior Sponsorship Operations Manager and Sponsorship Communications Team Leader quarterly
Other Duties	<ul style="list-style-type: none"> • Work with the Sponsorship Operations Team Leader to ensure the right processes are in place and working for Sponsorship Operations and Supporter Engagement staff to constantly deliver high customer care standards and spot opportunities to improve service to sponsors thereby maximising their lifetime value • Work as a supportive member of the department, providing cover for other departmental members as required and appropriate

	<ul style="list-style-type: none"> • Proactively seek ways to change or enhance sponsorship operations processes and procedures and implement improvements as appropriate • Work with the Sponsorship Experience and Retention Teams to proactively contribute to the design, copy, preparation and dispatch of communications to sponsors and sponsored children • Monitor and document work processes to ensure updated individual and departmental records are maintained • Attend and contribute to regular team, departmental and interdepartmental meetings and working groups as applicable • Undertake special projects, consistent with the aims and objectives of the department and Plan International UK • Keep up to date with activities and news from across Plan International UK to ensure informed supporter communication • Ensure all information and supporter records are accurate and stored in line with Data Protection regulations • Be an ambassador for Plan International UK and its supporters, supporting the delivery of the vision and ensuring that the charity's profile and reputation are enhanced • Represent Plan International UK at external supporter events. • Any other duties as directed by and agreed with the Senior Sponsorship Operations Manager and/or Sponsorship Communication Team Leader
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General	<ul style="list-style-type: none"> • Ensure that all activities undertaken on behalf of Plan International UK, externally or internally, are in line with the overall aims and values of the organisation and with policies and procedures. • Participate in training and other activities as requested
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Awareness and Representation	<ul style="list-style-type: none"> • Commitment to Plan's position on promoting girls' rights and gender equality; and integrating this into all aspects of work
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Level of responsibility for safeguarding children and young people	<p>Medium – Managing personal data for children and young people, including checking communications between sponsored children and sponsors.</p> <ol style="list-style-type: none"> 1. Act as a role model representing Plan International's commitment to non-discrimination and safeguarding 2. Report safeguarding concerns in a timely manner and co-operate in investigations as appropriate 3. Understand the relevance of safeguarding to your role and make sure you mainstream safeguarding in your work in order to fulfil Plan's duty of care <p>A Basic DBS check will be required.</p>
Level of Budgetary Responsibility	None - post has no budgetary responsibility

This is not intended to be an exhaustive list. Your job description may be subject to change.

Date Created	January 2022
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PLAN INTERNATIONAL UK PERSON SPECIFICATION

Essential Criteria

Awareness of child protection, safeguarding and GDPR

Experience of handling high volumes of routine processes whilst retaining a high level of accuracy and excellent attention to detail

Administrative experience in a busy office environment and managing and maintaining effective administrative systems, including monitoring and controlling stock

Supporter/customer care role in a similar supporter/customer service environment with the ability to show empathy, tact and diplomacy

Experience of working with Customer Relationship Management/Database systems with a general understanding of system techniques and approaches. Good working knowledge of MS office, especially Word, Excel and Outlook

Experience of supervising others

Cope well under pressure and experience of working within a demanding environment and delivering high quality work with minimum supervision

A team player, with the ability to understand unit needs and can prioritise their own workload effectively. Contribute to the development of a culture which encourages initiative and continuous improvement

Experience of positively embracing and adapting to change. The ability to be flexible, diplomatic, assertive and a good negotiator

Experience of working constructively and collaboratively with colleagues from different teams. Have an approach that is flexible, innovative and responsive

Excellent organisational skills and the ability to prioritise own and others workload effectively to maintain high service level standards and efficiency

Able to demonstrate a commitment to [Plan International UK's values](#), Feminist Leadership principles, and Anti-racism. Role model these in all aspects of your work