

**THINK
Recruitment**



Supporter Care Manager

Location: London – Hybrid with 2 days p/w in office

Salary: £43,136 to £46,272

Closing date: Midnight Sunday 4th January 2026



Welcome from Tariq Ozaibi, Head of Supporter Services

Thank you for your interest in this role and working for the Royal British Legion (RBL). The Royal British Legion is here to help members of the Royal Navy, British Army, Royal Air Force, veterans and their families. We support serving and ex-serving personnel all year round, every day of the week. Our support starts after one day of service and continues through life, long after service is over.

We fundraise over £115 million per year, of which £40 million comes from the iconic Poppy Appeal alone. The Poppy Appeal is the RBL's largest fundraising campaign, held annually to support the Armed Forces community and commemorate those who died in conflict.

Our Supporter Care Team is a key function supporting our Fundraising and Poppy Appeal objectives. Annually the team engage and respond to more than 28,000 telephone calls, 11,500 emails and 17,000 social media posts. This contact is received from across 189,000 regular Individual Giving supporters, along with millions of supporters donating throughout the year and during the Poppy Appeal.

This is a motivated and established team, full of passion, talent and commitment. We are looking for a highly experienced individual to continue its success by bringing supportive leadership and innovative approaches. This will include building strong relationships both within the wider Supporter Services Department and across key RBL stakeholders.

You'll find that this is a busy, diverse and rewarding role. Building on established processes and strong foundation, there is excellent scope to develop your team and bring fresh ideas. We'd love to hear from you if this role fits with your experience and aspirations.

Kind regards,



Head of Supporter Services

Background on The Royal British Legion

The Royal British Legion has been supporting Service men and women, ex-serving personnel and their families since 1921. And we're not going anywhere.

The British Legion was formed on 15 May 1921, bringing together four national organisations of ex-Servicemen that had established themselves after the First World War:

- The National Association of Discharged Sailors and Soldiers
- The British National Federation of Discharged and Demobilized Sailors and Soldiers
- The Comrades of The Great War
- The Officers' Association

The amalgamation of these diverse bodies can be attributed largely to two men: Field Marshal Earl Haig and Tom Lister of The Federation of Discharged and Demobilized Sailors and Soldiers. Lord Haig served as the President of The Royal British Legion until his death.



As a result of the war, Britain's economy plummeted and in 1921 there were two million people unemployed. Over six million men had served in the war. Of those who came back, 1.75 million had suffered some kind of disability and half of these were permanently disabled.

Then there were those who depended on those who had gone to war – the wives and children, widows, and orphans, as well as the parents who had lost sons in the war, on whom they were often financially dependent.

The Royal British Legion was established to care for those who had suffered because of service during the First World War. And we've been helping the Armed Forces community and their families ever since.



Job Description: Supporter Care Manager

Job Title: Supporter Care Manager

Reporting To: Head of Supporter Services

Responsible For: Supporter Care Team Leader and Supporter Care Coordinators

To ensure our supporters have a positive and memorable experience of contacting The Royal British Legion (TRBL) through the effective operational management of the Supporter Care Team, ensuring the delivery of exemplary and efficient supporter care that develops long-term relationships. Working in partnership with fundraising and non-fundraising teams across the organisation, the post-holder will share best practice in customer service and fulfilment.

Key Responsibilities:

Supporter Care Function

- Manage the in-house supporter care function which includes enquiries, complaint handling, processing and thanking of donations and Gift Aid declarations, logging of supporter communications, database updates, Direct Debit processing and associated activities.
- Support in the development of annual operating plans and budgets, working with key stakeholders to ensure Supporter Care meets the objectives of the Fundraising Directorate.
- Continually drive efficiency, innovation and quality of processes and services delivered by the team to maximize customer satisfaction and retention.

People Engagement

- Foster a positive team environment and identity, in line with our organizational values.
- Provide line management, including one-to-ones, tailored personal development plans, mentoring, coaching and shadowing, as appropriate to individual support needs.
- Onboard, induct, manage, coach and lead the Supporter Care Team, ensuring each team member can make an effective contribution and is challenged to continually develop. This will involve working collaboratively with the Supporter Care Team Leader.
- Maintain a culture of continuous improvement of customer care and business processes.
- Ensure strong partnership working with clients, suppliers and other stakeholders.

Supporter Experience & Compliance

- Manage the operation of the Fundraising Complaints procedure, including categorization and regular complaint reviews.
- Actively participate in the development of strategic projects related to supporter services.
- Manage and optimize Standard Operating Procedures (SOP).
- Lead in ensuring the Fundraising Internal Knowledgebase is kept up-to-date.
- Work to ensure supporter contact and feedback is captured and heard.
- Liaise with the Charity's Directors, senior staff and volunteers where appropriate.

- Support fundraising events and activities by participating, and supporting Supporter Care Team participation, when operationally viable and in line with TRBL Volunteering Policy. This will include occasional travel.
- Deliver Supporter Care activities within the wider Fundraising Directorate and beyond including:
 - Donation handling, thanking and associated fulfilment of payments and orders, in conjunction with our Income Processing Team.
 - Management, logging and resolution of enquiries, requests and complaints in line with regulatory requirements.
 - Processing, acceptance and storage of Gift Aid declarations and Direct Debit mandates.
 - Logging of supporter communications, database updates and all associated administration.
 - All other areas of supporter care suppliers and teams outside of Supporter Services.
 - Monitoring and reporting on the performance of customer operations teams and suppliers.
 - Sharing best practice in customer service across the organisation and collaborating with other TRBL customer-facing teams to ensure consistency in messaging.

Supporter Care Strategy

- Deliver objectives of the Supporter Services strategy within Supporter Care, and support the delivery and evolution of this strategy.
- Ensure Service Level Agreements (SLAs), Key Performance Indicators (KPIs) and Return on Investment (ROI) metrics are met and accurately reported.

This job description reflects the current scope of duties and responsibilities of the role.

The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

General

- To live The Royal British Legion's shared values (Stand Together, Be Respectful, Take Pride and Embrace Change) in the way you work and engage with others - the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, enacting Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To uphold the requirements of the General Data Protection Regulations and Data Protection Act 2018.
- To maintain required levels of confidentiality regarding information that you come to possess in the course of your work which is commercially or personally sensitive.
- To be inclusive and equitable in your treatment of any parties you engage with through your duties, upholding RBL's Diversity & Inclusion policy and ensuring that we act as an equal opportunities employer and in accordance with the Equality Act (2010).

Person Specification: Supporter Care Manager

Person Specification

- Significant experience of line management responsibilities
- Significant experience of working in a customer focussed environment
- Significant experience dealing with complex customer enquiries, requests and complaints
- Understanding of Supporter Care's role in ensuring supporter satisfaction, retention, loyalty and managing reputational risk
- Extensive working knowledge of Customer Relationship Management (CRM) databases
- Experience of managing a Supporter Care function
- Understanding of compliance within a customer facing environment, including Data Protection vulnerability
- Excellent written and verbal communication skills, with the ability to communicate to a wide range of people
- Ability to motivate and develop a team and achieve consistent results through effective leadership
- Empathy with mission, objectives and values of TRBL
- Budget management experience (Desirable)

Benefits & life at The Royal British Legion

Salary	£43,146 - £46,272 (Including London weighting)
Location and travel	Based in London with hybrid working - expectation of 2 days per week in the Headquarters in Borough.
Annual leave	28 day's paid holiday per year (plus bank holidays), increasing to 29 days after 2 years and 30 days after 5 years. Plus, the ability to buy up to 1 working week of additional leave.
Pension	Contributory pension scheme – min 2% employee contribution receives 6% employer contribution up to max of 10% employer contribution matched with 5% employee contribution. (Until 5 years' service reached, when 14% employer contribution achievable)
Death in Service benefit	Death-in-service Life Assurance, with a benefit of 3x annual salary.
Flexible working Policy	RBL considers any flexible working requests in line with personal and business need. Many of the Supporter Development Team work compressed hours and flexible working patterns.
Other	<ul style="list-style-type: none">• Employee Assistance Programme• Season Ticket and Rental Deposit Loan Schemes / Cycle to Work Scheme• Reward Hub online benefits platform with extensive offers and discounts

If you have questions about the benefit package, or if there are policies you would value seeing before continuing in the selection process, please do reach out via recruitment@thinkcs.org and we will be happy to find out the information you need.

Working from London Haig House

The Royal British Legion is fortunate to have an amazing, modern office space on Borough High Street, just a 3-minute walk from the famous Borough Market.

Collaborative, face to face working is important to RBL as part of the 'One Legion' ethos. Sharing working space can help build connections and encourage learning from peers, colleagues and volunteers.

The successful post holder will work from Haig House at least two days a week. The Supporter Care team are usually in on Thursday and at least one other day.

What our colleagues say about working at the Royal British Legion;

"We have a friendly and supportive team, modern, well-equipped offices, dedicated and committed supporter base, regular team get togethers, opportunities for progression, huge potential for income growth and flexible working practices."



Transport links:

- 3 minute walk - Borough Station (Northern line)
- 8 minute walk - London Bridge Station (Network Rail, Jubilee and Northern lines)
- 15 minute walk - Monument Station (Circle and District lines)
- 18 minute walk - Elephant & Castle Station (Bank and Northern lines)

Equality, Diversity and Inclusion

We are committed to building a truly inclusive organisation of diverse people and perspectives.

We actively engage in a programme of work to develop our practices, and we have set out our commitments to realise this ambition. We will keep listening, learning, and sharing our progress and impact.

Applications are especially welcome from;

- People with a disability
- People of non-White British ethnicity; who are currently under-represented in the RBL workforce
- People who are LGBTQ+; a group that has been marginalised in the past in the Armed Forces community

We are Disability Confident employer, signed up to Race Equality Matters and Pride in Veteran standards.

We guarantee an interview to any applicant who declares a disability or/and are part of Armed Forces community on application and whose application demonstrates that they meet the Essential criteria of the role, as set out in the Person Specification.

If there is anything THINK Recruitment can do to make any reasonable adjustments to ensure you can engage fully in the selection process please contact Jason Jedron at recruitment@thinkcs.org for a confidential discussion.



How to apply

To express interest in this role, please email recruitment@thinkcs.org with a copy of your CV.

Our recruitment manager will have a conversation with all the applicants prior to shortlisting. Rather than requesting candidates submit a supporting statement or cover letter, we will provide interested candidates with 3 short screening questions to answer ahead of the role closing.

We cannot enter candidates on to the longlist without having an informal call, so please ensure you get in touch with enough time to have an initial call and receive the screening questions ahead of the role closing.

To help candidates find out more about the role, we can organise an information conversation with Tariq Ozaibi the recruiting manager for this role. If you would like to speak with Tariq, please flag this during your initial call with THINK recruitment.

Screening calls with THINK Recruitment	Thursday 4 th Dec – Friday 2 nd January 2026 The THINK team are available up to the 24 th and over the festive period on the 29 th , 30 th and 31 st Dec for screening calls.
Closing date	Midnight Sunday 4 th January 2026
In person interviews	Monday 12 th January 2026
Decision by	Tuesday 13 th January 2026

Every effort will be made to keep the process to one stage. At point of invite candidates will be provided with further information to support with preparation.

If there are any reasonable adjustments THINK Recruitment can make to ensure ease of participation in the selection process, please do get in touch. All discussions are confidential.



Thank you for your interest, please do get in touch if you have any questions.

Jason Jederon
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