

Supporter Care Executive Role Profile		
<b>Role Title:</b> Supporter Care Executive (4 days per week)	<b>Reports to:</b> Retention Manager	<b>Date:</b> Jan 2024
<b>Department:</b> Fundraising	<b>Direct Reports:</b> 0 <b>Indirect Reports:</b> External Fundraising agencies	<b>Budget Holder:</b> No
<b>Location:</b> Dublin 1 with Hybrid Working policy with set office days	<b>Contract:</b> Permanent	
<p><b>Context:</b> The Fundraising team is essential to delivering ActionAid Ireland’s strategy 2022-2027 to create a just and caring world where women’s human rights are respected through addressing the structural causes of Gender Based Violence (GBV), promoting women’s leadership in humanitarian contexts and amplifying feminist alternatives on economic and climate justice. ActionAid Ireland’s strategy also makes clear commitments to financial sustainability targets, which the Fundraising team plays a critical role in.</p> <p>The Supporter Care Executive will be responsible for delivering excellent supporter care to our growing volume of supporters. This post is offered as a 4 days a week role, with 2 days allocated to payment processing, fulfillment and supporter care, with the remaining 2 days allocated to supporting the Retention Manager with campaign set-up and management. The post will work with the other Supporter Care Executive to manage all supporter communications into and out of the organisation (mail, telephone and email), as well as supporting with the monthly processing of supporter payments and follow up to ensure financial deadlines met. Working with the Retention Manger, this post will also assist in campaign set-up for all retention activities delivered in Fundraising, including supporter mailings, email communications, telemarketing and tax campaigns.</p>		
<p><b>Key Attributes:</b> Excellence in supporter care and communications, attention to detail, excellent communications and content gathering skills, organised and with a clear commitment to ActionAid’s mission and values.</p>		
Areas of Activity	Key Accountabilities and Deliverables	
<p><b>Supporter Care Communications</b> (25%)</p>	<ul style="list-style-type: none"> <li>Providing support to other full-time Supporter Care Executive in the team, in helping deliver the following functions of supporter care:</li> </ul>	

	<ul style="list-style-type: none"> <li>• Answering inbound ActionAid Ireland telephone calls, emails and postal mail, responding where able and updating CRM accordingly</li> <li>• Managing telephone, post and email and supporter queries with the highest degree of supporter care, including all subsequent logging of queries and outcomes onto database, in accordance with highest levels of GDPR compliance</li> <li>• Writing and sending out thank you letters</li> <li>• Collecting all post weekly from An Post private PO box</li> <li>• Banking cash, coin and cheques received by ActionAid Ireland</li> <li>• Ensuring all cash and cheque donations are processed in accordance with agreed procedure, including updating the Cash book, and that all donors receive an appropriate mail acknowledgement in a timely manner</li> <li>• Supporting in-house outgoing mail, including franking and posting across all supporter communications (RG and CS welcome journeys, transfers, TY letters, cancellation letters, supporter event invites etc.)</li> <li>• Managing child messages received by ActionAid partners and liaising with Chard office for child sponsor communications for external mailing, including reconciliation of unmatched letters and child messages</li> </ul>
<b>Data Processing</b> (25%)	<ul style="list-style-type: none"> <li>• Providing support to other full-time Supporter Care Executive in the team, in helping deliver the following data processing functions:             <ul style="list-style-type: none"> <li>• Maintaining integrity of database by adding and updating supporter records as required</li> <li>• Processing online and offline donations and supporter sign ups across all fundraising channels and ensure database is up to date</li> <li>• Support in the processing monthly Direct Debit file, including Paypal and Wordnet and all other online payment platforms</li> <li>• Support in managing the bank rejections and missed credit card payments monthly, including follow up to supporters and with the bank</li> <li>• Support annual audit and requests from auditors</li> </ul> </li> </ul>
<b>Fundraising</b> (50%)	<ul style="list-style-type: none"> <li>• Help maximise fundraising income by identifying key participants, building relationships and encouraging future fundraising propositions</li> </ul>

	<ul style="list-style-type: none"> <li>• Working with Retention Manager, manage the set-up and delivery of regular supporter communications throughout the year, including content sourcing, copywriting, supplier relations and results management across telemarketing, email and direct mail activities, including             <ul style="list-style-type: none"> <li>• Warm offline appeals</li> <li>• Website copy for Fundraising pages</li> <li>• Child messages</li> <li>• Newsletters</li> <li>• Email journeys</li> <li>• Thank you calls</li> <li>• Tax reconciliation</li> </ul> </li> </ul>
<b>Values</b>	<ul style="list-style-type: none"> <li>• To espouse ActionAid’s social justice and equality values</li> </ul>
<b>Key Relationships</b>	
<b>Internal</b>	Working closely with Retention Manager, Supporter Care Executive and wider Fundraising team. You will work closely with Data and Insight Specialist to ensure data alignment and transparency. You will also work closely with counterparts in the ActionAid federation.
<b>External</b>	Fundraising agencies, including telemarketing, digital, creative.
<p><b>What makes ActionAid different?</b> ActionAid’s approach is about empowering people to claim their rights. Our working relationships, in Ireland and across the world are based on mutual trust, respect and democracy. As part of our commitment to women’s rights we recognise, embody and champion feminist principles not only in the work we do, but the way we work, and how we do things. This is a committed attempt at reflection, continuous learning, and being mindful of the power we have as individuals in any situation (irrespective of where we are in the organisational structure) and how we exercise it.</p>	
<p>This profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level of responsibility entailed. However, all role profiles are regularly reviewed and updated in line with organisational needs.</p>	