

Supporter Care Executive Role Profile		
Role Title: Supporter Care Executive	Reports to: Retention Manager	Date: Jan 2024
Department: Fundraising	Direct Reports: 0 Indirect Reports: External Fundraising agencies	Budget Holder: No
Location: Dublin 1 with Hybrid Working policy with set office days	Contract: Permanent	
<p>Context: 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 will manage all supporter communications into and out of the organisation (mail, telephone and email), as well as managing the monthly processing of supporter payments and follow up to ensure financial deadlines met. Working alongside another Supporter Care Executive, this post will also play a supportive role in helping ensure the Retention Manager can deliver on all retention targets and provide ongoing support where needed on managing internal and external retention campaigns.</p>		
<p>Key Attributes: 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	
Supporter Care Communications	<ul style="list-style-type: none"> • Primary contact for answering all inbound ActionAid Ireland telephone calls, emails and postal mail, responding where able and updating CRM accordingly • 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 	

	<ul style="list-style-type: none"> • Writing and sending out thank you letters • Collecting all post weekly from An Post private PO box • Banking all cash, coin and cheques received by ActionAid Ireland • 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 • Managing all 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.) • 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 • Monitoring and responding to comments on social media posts
Data Processing	<ul style="list-style-type: none"> • Maintaining integrity of database by adding and updating supporter records as required • Processing all online and offline donations and supporter sign ups across all fundraising channels and ensure database is up to date • Processing monthly Direct Debit file, including Paypal and Wordnet and all other online payment platforms • Managing the bank rejections and missed credit card payments monthly, including follow up to supporters and with the bank • Updating payment processing and supporter care protocol documents to reflect current operations • Monthly monitoring of online website and payment platforms to ensure systems are optimally running • Support annual audit and requests from auditors • Support Data & Insights Specialist and Retention Manager with managing CS stock levels and transfers
Fundraising	<ul style="list-style-type: none"> • Where required at busy times, supporting Retention Manager and Supporter Care Executive with: <ul style="list-style-type: none"> • Supporting any interested supporters in community fundraising opportunities that may emerge • Tax claims and reconcilliation • Content selection, copywriting, project support and results management for all supporter mailings and website pages including: <ul style="list-style-type: none"> • Warm Appeals • Child messages • ActionTimes • Email journeys

	<ul style="list-style-type: none"> • Help maximise fundraising income by identifying key participants, building relationships and encouraging future fundraising propositions • Where required, supporting Retention Manager and other Supporter Care Executive with: <ul style="list-style-type: none"> • Delivery of external retention campaigns, working with agencies, to deliver: <ul style="list-style-type: none"> • Thank you calling • Legacy development and prospecting
Values	<ul style="list-style-type: none"> • To espouse ActionAid's social justice and equality values
Key Relationships	
Internal	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.
External	Fundraising agencies, including telemarketing, digital, creative.
<p>What makes ActionAid different? 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>	