actionaid

Changing the world with women and girls

# Job Description:

## Supporter Contact Officer




Suya, Eva and Hellen, are members of the Loketa Women's and Girls Centre in the Imvepi refugee settlement, Uganda. The trio work as a voice for women in their community.

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# Thank you for your interest in learning more about positions at ActionAid UK.

ActionAid UK is an independent charity and member of Action Aid International, a global federation working for a world free from poverty and injustice. ActionAid UK focuses on women and girls because the denial of their rights is a grave injustice and one of the principal underlying causes of poverty worldwide.

## Our vision

We believe in the individual and collective power of women and girls to create a just and fair world. A world imagined by social movements, particularly feminist and indigenous movements, centred around the care and wellbeing of people and the planet. A world in which women and girls, in all their diversity, can achieve their goals, fulfil their rights and define their future.

We are looking for employees who share our passion to fight gender inequality and will ensure women, girls and their movements are at the heart of our work. You would be joining at an exciting time as we launch a new 2025-2028 strategy which sets out our vision, mission and approach, implemented through the four strategic goals below.




Equity is central to our mission and values: we recognise and address disparities based on socioeconomics, gender, sex, age, sexual orientation, faith, race, ethnicity and disability. We particularly welcome applications from people of colour, individuals from working class backgrounds, with disabilities, and experience of working with women's rights organisations or movements in Africa, Asia and Latin America, to enrich the diversity.

# About ActionAid

ActionAid UK is a member of the ActionAid Federation, a federation of 43 national organisations with a presence in 71 countries worldwide. Globally, we want to see a system that is fair and just for all, that starts from a foundation of human rights, peace and security, balance with the rights of the natural world.

In the UK, our primary role is to raise funds to support the work of Federation members who work with over 3,000 partner organisations including social movements, youth networks and women's rights organisations to tackle inequality and injustice in their communities.

While a lot of ActionAid UK's work is supporting the Federation's humanitarian and development work through raising much needed funding, this isn't the whole story. We also tackle the root causes of global inequality and injustice by influencing UK Government commitments and policies on a range of interlinked issues including climate justice, decent and dignified work, fair public services, peace and security and an end to violence against women and girls. For more information, please find our latest annual report here.



The team behind ActionAid's Girl-led Research Project spending time together.

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| Operational / External Title: Supporter Contact Officer | |
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| Role Title: | **Supporter Contact Officer** |
| Date of JD Review: | **November 2026** |
| Department: | **Funding** |
| Team: | **Supporter Operations** |
| Tenure: | **Full time & Fixed-Term 18 months** |
| Band & Range: | **Band B** |
| Location: | **Chard, In-Office- 5 weekly days in office** |
| Reports to: | **Supporter Contact Manager** |
| DBS check required: | **Yes [DBS Roles]** |
| Role requires travel: | **No** |
| Budget Holder | **No** |
| Direct Reports: | **No** |
| Indirect Reports: | **No** |
| Dotted line reports: | **No** |
| Does This role International require Travel: | **No** |
| Internal Key Contacts: Data Protection Officer, All Funding & Public Engagement teams', Supporter Administration and Payments, Brand, overseas Child Sponsorship coordinators<br><br>External Key Contacts: Supporters and potential supporters of any aspect of ActionAid's work | |

**Purpose Of the Role:** To deliver a sector-leading, multi-channel customer care service to existing and potential supporters, facilitating excellent supporter response management to ensure that potential supporters are welcomed and their on-going relationship managed to a high quality in line with AAUK's values, objectives and priorities.

## Main Accountabilities:

### Team Working

- Engage with and demonstrate commitment to AAUK's mission, vision, values and strategic aims, and 'My Feminist Behaviours' (including adherence to our Code of Conduct).
- To undertake any other duties, appropriate to the level in accordance with agreed procedures and guidelines.
- Proactively engage with the performance development approach, taking responsibility for seeking appropriate development opportunities and taking part in learning.
- To help train new staff and participate in their induction to AAUK.
- To engage with and demonstrate commitment to AAUK's mission, vision, values and strategic aims, ensuring alignment with wider team's vision, plans and
- objectives.
- To effectively represents the team and actively contribute at internal meetings and external events.

### Supporter contact and relationships

- To be the first point of contact for existing and potential supporters, handling enquiries received by telephone, email, social media, and ensuring KPI's are
- consistently met for both volume and response quality.
- To respond to supporters with the aim of encouraging supporters to increase their value and time commitment to AA in ways that suit them.
- To build and develop excellent relationships with AA child sponsors who contact us and with the overseas Child Sponsorship Coordinators as well as managing enquiries from supporters.
- To strive to retain supporters when cancellations come in by offering either a reduction to their regular gift or other ways of maintaining involvement with AA.
- To manage complaints with support from the Supporter Contact Manager, ensuring they are responded to in an appropriate tone and in a timely manner.
- To manage and update supporter records on the database, in accordance with the data quality guidelines and principles, including processing donations and setting up direct debits.

- To provide additional assistance and hours during emergency appeals to cover increased levels of supporter contact.
- To maximise opportunities to up-sell and refer good prospects to the relevant Fundraising teams.
- To support Fundraising and Public Engagement teams to contact existing supporters during special events, e.g., Marathon runner good luck calling, gathering stories and feedback for newsletters.
- To build strong working relationships within and across departments to align efforts, seeking support from other teams where necessary to resolve complex supporter queries.
- To support ensuring that individual supporters' needs are fully considered in every communication and contact point.
- Ensure that all relevant supporter legislation is adhered to, referring to guidance from the Fundraising Regulator, Information Commissioner's Office (ICO) and
- General Data Protection Regulation (GDPR) and any other relevant codes of practice.
- Commitment to taking a Digital first approach to fundraising planning, campaign execution and ways of working.
- Strive to achieve positive transformational change in all aspects of the Fundraising programme to support the Fundraising strategy.

## EXPERIENCE, KNOWLEDGE & EXPERTISE

**Essential Criteria:**

- Commitment to AA's vision, mission and values, including a commitment to feminist principles, safeguarding, and working in an organisation committed to working for the rights of women and girls.
- Commitment to AA's values of Equality, Diversity & Inclusion and upholding the values of becoming an anti-racist decolonised INGO.
- ActionAid UK is committed to preventing any form of sexual harassment, exploitation, and abuse (including child abuse and adult at-risk abuse) and responding robustly when these harms take place. We expect all ActionAid UK Staff and ActionAid UK Associated Personnel to share this commitment.
- Commitment to continually improving your digital skills and knowledge within the working environment.
- Commitment to AAUK's Data Protection & Processing Policy and ability to comply with Data protection legislation and best practice in data management and processing.

- Experience of working in a customer service environment, and knowledge of what makes good customer service
- Experience of using relationship management databases
- Fundraising skills and mindset
- Excellent call handling skills
- Excellent digital handling skills (chat, email, SMS, social media)
- Excellent CRM and data collection skills
- IT literate, including standard Microsoft packages
- Able to work effectively across teams
- Ability to impart information to people in simple and understandable ways
- Persuasion and influencing skills, comfortable with selling products
- Flexibility in approach to tasks/role responsibilities and able to work flexible hours if necessary
- Engages with and is committed to, AAUK's mission, vision, values and strategic aims and works towards their achievement within the context of the team's vision, plans and personal objectives.
- Excellent written and spoken English
- Ability to spot problems and take appropriate action
- Ability to work in a fast-paced environment
- Can work on own initiative as well as part of the team
- Commitment to personal learning and development

**Desirable Criteria:**

- Experience of living and working in the "Global South", especially regions where we are funding programmes & projects
- Experience of working for an INGO
- Experience of customer care in a charity context
- Knowledge of international development
- Able to empathise and deal with emotional/difficult supporters, including the prevention and management of abusive and aggressive behaviour

Click here for 'My Feminist Behaviours'

This role 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 accordingly in line with organisational needs.

**ActionAid**
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