

Operational / External Title: Supporter Contact Manager	
Role Title:	Supporter Contact Manager
Date of JD Review:	June 2025
Department:	Funding
Team:	Supporter Operations
Tenure:	Full time, Permanent
Band & Range:	Band D
Location:	London, Hybrid: 2 days per week In office
Reports to:	Head of Supporter Operations and Fundraising Compliance
DBS check required:	Yes [DBS Roles]
Role requires travel:	Some UK travel (Chard Office, Somerset)
Budget Holder	No
Direct Reports:	Yes, 4
Indirect Reports:	No
Dotted line reports:	No
Does This role require International Travel:	No
<p>Internal Key Contacts: Data Protection, All Fundraising & Communications teams, Supporter Administration and Payments, Child Sponsorship, Individual Giving Finance, IT, Digital, Head of Internal Audit, Head of Fundraising & Compliance, Brand, Policy, Senior Safeguarding Specialist</p> <p>External Key Contacts: Supporters and potential supporters of any aspect of ActionAid's work, Agencies, Regulatory Bodies</p>	

Purpose Of the Role:

To manage the Supporter Contact team to deliver a sector-leading, multi-channel Contact Centre 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 our Every Supporter Matters ethos and AAUK's values, objectives and Feminist leadership principles.

Main Accountabilities:

Supporter contact operations

- To manage core supporter contact services for all contact with potential and existing ActionAid UK supporters, including inbound and outboard phone calls, emails, SMS and social media, and for the immediate follow up work including data entry, sending standard emails, ordering letters and ordering basic fulfilment.
- To manage the team to deliver increased supporter commitment and value by using a range of communication methods to engage with supporters and encouraging increased value through upselling, obtaining Gift Aid and improving opt in rates .
- To lead on cross departmental projects to improve processes and operations within the Supporter Contact and wider Fundraising teams.
- To keep up to date with ongoing brand development to ensure that Supporter Contact are using on-brand messaging.
- To continuously develop the quality frameworks and knowledge of the team, via on the job support, internal/external training.
- To provide regular campaign and strategy specific reporting to enable increased supporter value and engagement.
- To keep abreast of the external environment to suggest ways for AAUK to maintain a sector leading contact function, including the effective use of technology such as webchat and WhatsApp.
- To manage the day to day handling of supporter feedback, ensuring it is highlighted to the team for team learning, and dealing with any complaints, escalating serious complaints upwards. To provide excellent support to the Head of Supporter Operations for any complaints that need escalation.
- To participate in Supporter Operations management meetings to ensure that the department runs as one large team in the most cost effective and efficient way
- To write or work with others to update supporter facing and compliance policies as required, ensuring that all relevant supporter legislation is adhered to, referring to guidance from the Fundraising Regulator,

Information Commissioner's Office (ICO) and other relevant codes of practice

- Work to support our Every Supporter Matters ethos, ensuring that individual supporters' needs are fully considered in each and every communication and contact point and that we adhere to our Treating Donors Fairly policy to ensure robust safeguarding processes.
- 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

People Management & Supervision

- To line manage Supporter Contact Officers, assisting the team to achieve an exceptional service by recruiting talent, ensuring the right skills and tools, having regular 1:1's focusing on performance, objective setting and development, and pro-actively managing any sickness absence and performance management issues. To ensure that the team operates in the most cost effective and efficient way, meeting and exceeding its KPIs.
- To lead the development, implementation and monitoring of team plans and budgets, ensuring that plans support AAUK's strategic and operational objectives, and that both qualitative and quantitative team activities and performance indicators are reported.
- To encourage the team to be proactive in building excellent team relationships with all internal and external supporter contacts and key stakeholders including other AAUK teams, AA International affiliates and associates, the International Secretariat and ActionAid supporters, encouraging interaction between staff from different
- offices to foster effective working relationships and effective communication of future plans and expectations.
- To ensure ActionAid's feminist leadership principles are a key guide to how the Contact team operates.
- To foster a positive, ambitious, flexible and supportive culture within the team so that team members are able and willing to work across all areas and channels of contact, to ensure that departmental staffing needs are met.
- To drive continuous improvement in all aspects of communication with supporters, including encouraging team members to contribute improvement ideas.
- To manage the team during an emergency, ensuring that the contact centre is fully able to handle increased levels of demand, seeking assistance from volunteers and ensuring that quality standards are maintained.

- To ensure the team fulfils all reporting requirements including Fundraising Regulator returns and quarterly complaints reports to Trustees.

Systems, policies & processes

- To manage the telephony and other relevant systems in liaison with Supporter Administration and IT in particular delivering a new email and telephony system for the department
- Use the CRM system to carry out the above tasks, following business rules, guidance and training provided by ActionAid UK.
- To partner with the Supporter Administration Manager, Payments Manager and Head of Data & Analysis to ensure all data processes between teams are working effectively.
- To develop and update policies relevant to supporter satisfaction or compliance to ensure that AA maintains best practice in these areas.
- To manage systems to regularly deliver useful contact centre performance data and provide insightful analysis and regular reports on contact centre performance.

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.
- Previous experience of managing a team
- Experience of high quality delivery within a multi-channel contact Centre or service
- Significant experience in a customer care role handling supporter interactions via phone, webchat, email, SMS and social media
- Experience of managing suppliers delivering multichannel supporter contact, telemarketing (inbound and outbound) services

- Understanding of IT infrastructure relevant to contact centres including telephone configuration and call routing
- Knowledge of integrated relational databases appropriate for multi-channel customer contact
- Experience of working within a quality framework
- Ability to lead, manage, motivate, coach, train and inspire a team
- Able to empathise and deal with sensitive topics (e.g. Child Sponsorship, Legacies) and emotional individuals
- Ability to work to deadlines, under pressure on own initiative
- Excellent verbal and written communication skills
- Strong interpersonal skills, including the ability to deal effectively and sensitively with external customer and supporters
- Experience dealing with challenging (e.g. abusive and aggressive) behaviour on phone and digitally
- Excellent written and spoken English

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 in direct marketing
- Experience of implementing quality frameworks
- Experience of International Development
- Experience of Child Sponsorship
- Understanding of Direct Debits and Gift Aid
- Commitment to feminist principles in the workplace
- Knowledge of Microsoft Dynamics

It is expected that everyone at ActionAid UK will work to support and strengthen our desired culture of being bold, connected, diverse, optimistic, open and respectful through the way they approach and deliver their work by:

- Being accountable and responsible – your individual way of working
- Being innovative and collaborative – how you get things done
- Being empowering and trusting – how you build and sustain relationships.