

SUPPORTER CONTACT OFFICER – 6 MONTHS FIXED-TERM

Role Title:	Supporter Contact Officer
Date of JD Review:	November 2025
Department:	Supporter Operations & Fundraising Compliance
Team:	Supporter Contact
Tenure:	Full Time, 6 Months Fixed-Term
Band & Range:	Band B, £36,562-£37,602 per year
Location:	London, Hybrid – (Minimum requirement of 12 office days per year)
Reports to:	Supporter Contact Manager
DBS check required:	Yes
Role requires travel:	No
Budget Holder	No
Direct Reports:	No
Indirect Reports:	No
Dotted line reports:	No
Does This role require Travel:	No
Internal Key Contacts: Data Protection Officer, Fundraising & Public Engagement teams, Supporter Administration and Payments, Brand, Overseas Child Sponsorship colleagues External Key Contacts: Supporters and potential supporters of any aspect of ActionAid's work, any additional stakeholders who get in touch via our communication channels	

Purpose of the Role:

To deliver a sector-leading, multi-channel customer care service to existing and potential supporters by facilitating excellent supporter response management. This role ensures that potential supporters are welcomed and that their ongoing relationship is managed to a high standard in line with our Every Supporter Matters ethos and AAUK's values, objectives and priorities. The Supporter Contact Officer plays a key part in supporter retention by managing queries, processing donations, addressing cancellations and identifying opportunities to deepen engagement. The role also ensures that supporter data is accurately maintained, all communications meet regulatory standards and that collaboration across teams contributes to wider fundraising and organisational objectives. Ultimately, the Supporter Contact Officer role helps to ensure supporters feel valued and informed when they choose to supporter ActionAid.

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 ActionAid UK.
- To represent the team and actively contribute at internal meetings.
- To be open to volunteering at external events and positively representing ActionAid in public.

Supporter Contact

- To be the first point of contact for existing and potential supporters, handling enquiries received by telephone, email and social media
- To ensure that KPIs are consistently met for both volume and response quality
- To respond to supporters with the aim of increasing their commitment to ActionAid in ways that suit them
- To build and develop excellent relationships with ActionAid Child Sponsors through proactively responding to their enquiries, and to maintain a strong working relationship with the overseas Child Sponsorship Coordinators

- To strive for supporter retention when cancellations come in by offering to reduce their regular gift or offering other ways of maintaining involvement with ActionAid.
- To manage complaints with support from the Supporter Contact Manager and ensuring that responses are provided in an appropriate tone and in a timely manner
- To manage and update supporter records on the CRM in accordance with data quality guidelines and principles, including processing donations and setting up Direct Debits.
- To provide additional assistance during emergency appeals to cover increased levels of supporter contact
- To maximise opportunities to increase donor engagement and refer any identified prospects to the relevant Fundraising teams
- To support Fundraising and Public Engagement teams with “keeping in touch” calls for existing supporters during special events where required
- To build strong working relationships within and across departments, seeking support from other teams where necessary to resolve complex supporter queries
- To work in support our “Every Supporter Matters” ethos, ensuring that individual supporter needs are fully considered and respected in every communication and contact point
- To 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) as well as any other relevant codes of practice where needed
- To commit to a “digital first” approach throughout, including in fundraising planning, campaign execution and ways of working
- To strive for positive transformational change in all aspects of the Fundraising programme to support the wider 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 good customer service practice
- Experience of using relationship management databases
- Previous experience in a charity sector fundraising role
- Excellent call-handling skills
- Excellent digital handling skills (live chat, email, SMS and social media)
- Excellent CRM and data collection skills
- Strong IT literacy including standard Microsoft packages
- Ability to manage workload independently and as part of a team
- Ability to convey information to people in simple and understandable ways
- Persuasion and influencing skills, comfortable with upselling
- Flexibility in approach to tasks/role responsibilities and able to work flexible hours occasionally when business needs require
- To engage with and 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 and solve problems and take appropriate action
- Ability to work in a fast-paced, ever-changing environment
- 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 in a Supporter Care/Supporter Contact role
- Understanding of Direct Debits and Gift Aid#
- Knowledge of Microsoft Dynamics
- Ability to deal with emotional or difficult supporters including the prevention and management of abusive and aggressive behaviour

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.