

Job description and person specification

Job Title	Supporter Care Officer
Reports to:	Individual Giving Manager
Directorate:	Fundraising
Location:	Johannesburg
Direct Reports	NA
Contract:	Fixed Term and renewable dependant on funding
Travel:	Less than 10% (Opportunity for local and overseas travel)
Purpose of the Post	To create supporter focussed communications which create an emotional connection with supporters and showcase AA's development achievements, including assessing content and writing high quality and creative final copy for both online and offline markets. The role will ensure all copy is to the highest standard and in line with ActionAid's brand, vision and mission.
Key activities	Key Responsibilities and Deliverables
AAI Values Practice & Strategy Change Priorities	<ul style="list-style-type: none"> • Leading Innovation and Change: Establish a culture of excellence in respective team that values experimentation and continuous improvement • Feminist Leadership: Championing feminist leadership principles and values including commitment to diversity and inclusion (race, gender, power) • AAI Values Practice: Ensure personal and team culture that demonstrates all of AAI values including: Mutual Respect, Equity and Justice, Integrity, Solidarity with People Living in Poverty and Exclusion, Courage of Conviction, Independence and Humility.
Strategic / Funding Planning	<ul style="list-style-type: none"> • Develop monthly donor servicing and overall donor communication plan in coordination with program teams and include budget for designing, copy writer etc. in consultations with line manager. • Put measures in place to track and monitor all activities against targets and key performance indicators (e.g. receipt of programmatic info, overall comms as per plans)

	<ul style="list-style-type: none"> • Weekly catch up with line manager to ensure we are on track with plans with the monthly/quarterly/annual planning • Identify and develop opportunities to increase income and improve cost efficiency on an ongoing basis.
Functional Unit and Capacity building	<ul style="list-style-type: none"> • Assist unit managers in ensuring strict adherence of all ActionAid South Africa and ActionAid International policies and procedures as they relate to the unit. • Any other duty of similar level of responsibility as unit managers may require. • Participate in regional / international working groups or meetings to enhance the unit's performance in ActionAid. • To independently coach and provide appropriate & constructive feedback to drive creativity, improve standards and ensure efficiency of pieces of feedback. • To design & facilitate training packages to improve the capacity among Country Programme colleagues to deliver market leading supporter care.
Fundraising Campaigns and Channels	<ul style="list-style-type: none"> • Coordinate with program team and copy writers, designers, and marketing agencies to support the development of campaign creatives and content • Together with the Line Manager's support and in coordination with the Programmes teams, collect information to develop Scripts, training presentations, objection handling, rand handles and FAQ's for the unit and agencies • To work with external agencies to manage successful print and digital projects. • To develop strong working relationships with the Data team to select accurate, timely and appropriate supporter data for feedback mailings.
Communications, Donor Servicing, Development and Retention	<ul style="list-style-type: none"> • To act as first contact for Fundraising enquiries. • Ensure donor communications eg: quarterly updates/donor emails/retention packs are implemented as per the donor journey as well as report on implementation thereof.

	<ul style="list-style-type: none"> • Ensure donor complaints and requests are attended to quickly and according to policies as and when they're received and if required escalated & followed up accordingly. • Keep a tab on termination, cancellation and donor delinquency (unpaid debit) rates and ensure that actions are taken to improve these rates to target. • Donor refunds are submitted on time and according to refund policy. Every effort should be made to retain the donors and all conversations must be documented and/or recorded. • Assist line manager in monitoring the Donor Journey and its effectiveness, take actions with line manager to improve the donor journey experience. • Assist IG Manager and line manager in developing the Donor journey and digital communication plans taking insights from analytics and best practice to successfully obtain and retain supporters • Monitor and engage with the public on digital platforms including social media in relation to digital campaigns the unit implements. • To support the development, testing and implementation of new and innovative communications tools such as mobile apps or instant web chat. • Gather, document and disseminates success stories and photos around AASA work, that is specific to the Cluster. • Take a lead in developing and publication of Cluster internal communication materials. • Develop regularly updates and share with line manager. • Information on unit's website to be updated regularly, such as blog pieces, publications, staff, job postings. • Regularly update social media accounts and platforms – Twitter and Facebook – with fresh and engaging content and in line with unit plans
<p>Systems and Backend</p>	<ul style="list-style-type: none"> • Use the CRM and other backed systems according to unit requirements and

	<p>ensure communication plans are set up and implemented in the CRM for roll out.</p> <ul style="list-style-type: none"> • Assist line manager in the regular cleanliness, accuracy and updating of supporter data in the CRM as well as ensuring that day to day entry in CRM and other systems are in accordance with data policies • Assist in development of process documentation for the unit and keep it updated • Act in a backup capacity for the unit's required processes and successful functioning. • Support line manager with all the audit information required
Call Centre Functions	<ul style="list-style-type: none"> • Support the Customer Engagement Assistant/Telecallers • Assisting in the formulation of targets for telecallers. • Measure performance with key metrics such as call abandonment, calls waiting etc. • Onboarding new telecallers • Anticipate escalation and take over calls when needed • Provide the telecallers with call lists • Quality Control the calls • Liase with management on issues and problems • Prepare monthly/annual results and performance reports
Financial and Reporting	<ul style="list-style-type: none"> • Ensure timely payment of service providers within due date . • Processing payment requests in time eg JETS, copywriters, etc

EXPERIENCE, KNOWLEDGE & EXPERTISE

Person Specification	
Education & Certifications	<ul style="list-style-type: none"> • Degree or its equivalent in communication, public relations or in related field

Essential Experience	<ul style="list-style-type: none"> • Three years post qualification experience in Call Centre, Communications, Database Management or Marketing. • Experience of working in a multi-cultural environment • Experience of developing and delivering coaching and training to a range of audiences across different cultures and abilities • Experience of collecting compelling stories, video and photographs • Experience in an international development organisation • Proven experience of implementing brand and design guidelines • Experience of planning and managing supporter feedback journeys including the ability to make decisions about and develop audience-appropriate content • Experience of creating offline and digital copy for fundraising and marketing • Experience of managing successful projects from start to conclusion, working to deadlines, under pressure and on own initiative • Strong copy writing skills and proof-reading skills for both direct mailing and digital fundraising communications • Strong diplomacy and negotiation skills – ability to work with people across continents and cultures
Essential Knowledge	<ul style="list-style-type: none"> • Thorough understanding of laws and regulations on child labour, Education and safety in Country
Essential Skills	<ul style="list-style-type: none"> • Analysis and report writing • Presentation, communications, and negotiation • Planning, organisation, time management, and coordination • Fluency in written and spoken English and native language • Proficiency in MS Office • Coaching, mentoring and capacity building/development
Competency Profile	
Competency	What it looks like
Culture responsiveness	The ability to learn from and relate respectfully with people of your own culture as well as those from other cultures
Initiative	The power or ability to begin or to follow through energetically with a plan or task; enterprise and determination

Outcome orientation	Outcome orientation means focussing on the actual outcome or result, i.e. what actually happens over different time frames
Organisational understanding	Knowledge of the organization, her works and development
Strategic thinking	Strategic thinking focuses on finding and developing unique opportunities to create value by enabling a provocative and creative dialogue among people who can affect an organizational direction
Team building	Ability to maintain synergies within a work unit
Networking	Ability to build mutually beneficial relationships and talking to people with a view to discussing topics that are of fundraising interest
Influence	Ability to alter an individual's or a group's thoughts, beliefs, or actions
Applications (CV and Motivation) must be submitted via email to: fundcomms.jhb@actionaid.org and cc to Manoharan.wilson@actionaid.org	