



Job Description – Supporter Engagement Officer

Job Title: Supporter Engagement Officer

Responsible to: Karen Branagh, Director of Fundraising & Partnership

Responsible for: N/A

Location: Homebased/Penn

Contract: 6 months

Starting: As soon as possible

Hours: 16-20 hours per week

Fees: 20,800 – 25,000/pro rata

PURPOSE OF JOB

As the Supporter Engagement Officer, you will be part of Fundraising Partnership team in maximising revenue for ACTAsia from all income streams to achieve the fundraising targets by providing effective administration, support and research. This role manages relationships and deepens engagement with fundraisers and individual donors and will be delivering engaging and personalised communications to motivate and inspire – and ultimately to increase income and retention rates.

The role is responsible for the importing of data into the database, providing contact data to Comm team to support and promote campaigns, direct mail, community engagement, major donor giving and events, whilst providing database support and guidance to users, including providing training.

You will also work with the Communications team to help deliver the overall marketing and communications strategy for the organisation.

A varied role, you'll be highly organised and committed to the work of ACTAsia, an award winning international not-for-profit education organisation.

MAIN DUTIES AND RESPONSIBILITIES

- To maintain and manage the ACTAsia's CRM database of supporter contacts and individual donors.
- To assist in the setup of the supporter journeys and in the design of new ones for priority core audiences with the support of the fundraiser.
- To develop engaging, relevant, and innovative content for supporters for different channels, including phone, email, web, social and post.
- To produce monthly individual donation report cross different donation platforms.
- To engage with insights into the core audiences, understand their motivations and needs and use this information to create relevant and timely communications and plans.
- To deliver engaging and personalised communications to motivate and inspire existing and potential individual donors.
- To embed the organisation's key messages and tone of voice in all interactions with supporters; be clear and comprehensive in communications.
- To manage and steward any ad hoc requests from individuals wanting to fundraise for ACTAsia.
- Research and identify potential donors to feed into the prospect pipeline.
- Research of potential Trusts and Foundations.
- Working closely with Fundraising & Communications teams to deliver the administrative support required in all income streams.
- Ensure all work complies with data protection policies and legal requirements including the Fundraising Code of Practice.

KEY SKILLS & COMPETENCIES

Essential

- Ability to use and maintain CRM databases, and to manage customer data and report on activity.
- Demonstrated technical ability and skills in systems such as MailChimp, Campaign Monitor, Wordpress and Microsoft Office suite of products.
- Experience in marketing reporting.

- Experience of working in customer service, fundraising and communications.
- Excellent written skills with the ability to produce concise and creative fundraising content – fluent in written and spoken English.
- Accuracy and excellent attention to detail.
- A good communicator with the ability to build relationships with a variety of people.
- Be an excellent relationship builder and be able to anticipate supporters' needs and respond to them
- Excellent interpersonal and team working skills, with the ability to work independently.
- Ability to demonstrate initiative to work autonomously and to work with a team of people who work remotely in different countries' time zone
- Ability to work well under pressure.
- Be able to confidently communicate with a wide range of supporters on the phone, in writing and face to face. Be confident in handling sensitive and confidential conversations.
- Strong organisational and time management skills – a self-starter with the ability to manage and prioritise multiple demands in a busy non-profit environment
- Be self-motivated, flexible, results-driven and excellent at planning and managing a variety of projects. Be proactive in own personal and professional development.

Desirable

- Educated to degree level.
- Understanding of and commitment to the objectives of ACTAsia.
- Experience in working in customer service role is desirable
- Have experience in evaluating financial performance and/or other metrics to inform planning.
- Has an understanding of marketing

Please send your CV to admin@actasia.org before 31st January 2022