



Supporter Administrator

Grade: 5

Directorate: Marketing & Supporter Development

Location: HQ, WWT Slimbridge
Wetland Centre

Reporting to: Supporter Services Team Leader

Main function of the post:

To deliver excellent supporter care across a range of channels and to act as an ambassador for WWT, helping to provide supporter centric stewardship. Also to undertake the processing and fulfilment of supporter gifts and subscriptions, database management and administration of supporter records.

Supervisory Responsibility: N/A

Main duties of the post

1. To respond to membership, adoption and other telephone enquiries from members and the public, actively encouraging the renewal or setting up of new gifts and subscriptions. To build rapport with supporters and represent WWT in a positive way. Ensure that any actions from such calls are dealt with in a timely way and any resulting communications are sent.
2. To share responsibility for maintaining compliant records of all income (and other responses) received and ensuring accurate recording on the CRM.
3. Support the Supporter Services team to ensure all supporter responses and subscription applications are processed in a timely and accurate manner.
4. Ensure supporter Gift Aid declarations are accurately maintained and help ensure WWT Gift Aid income is maximised.
5. To work with all WWT centres and the wider Supporter Engagement team in ensuring supporter queries and applications are dealt with within expected time frames and to a high standard.
6. To help promote quality supporter care across WWT and help support the Supporter Service team improve the service they provide.
7. Act as a first point of contact for supporter feedback and ensure any complaints are treated in an empathetic and professional manner. Help monitor trends in supporter feedback and where required act as a supporter representative across WWT.
8. Support the Supporter Service Team Leader and Supporter Service Manager in team improvement programme and where needed taking on procedures to support this.
9. Play an active role in ensuring the Supporter Service team meets team objectives, SLAs and KPIs.

10. Ensure supporter's personal data is managed sensitively and in line with WWT's Data Protection Policy and GDPR.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: April 2018

Date Amended: March 2021

Person Specification

1. Qualifications

Essential:

- Educated to GCSE standard (A-C) or equivalent to include English

Desirable:

- Educated to A level or equivalent in English or related field

2. Experience

Essential:

- Experience of working in a customer facing environment and/or relevant office experience
- Experience of liaising with a broad range of people, both internally and externally, by phone, email and letter demonstrating excellent customer service skills
- Experience of using databases and of working with Microsoft Office – including Microsoft Excel and Outlook
- Experience of handling and processing supporter gifts/income/payments

Desirable:

- Experience of using ThankQ CRM or similar database
- Experience working with Direct Debits
- Experience of basic book keeping/accounting processes
- Relevant experience of complying with data protection legislation
- Experience of thanking supporters/customers
- Experience of complaint handling

3. Managerial & Supervisory

None

4. Responsibility

Essential:

- Ability to prioritise effectively, balancing deadlines and workloads.
- Ability to work on own initiative and independently to deliver excellent customer service assisting WWT to maintain excellent supporter stewardship and retentions
- Ability to deal with sensitive financial and personal information of WWT supporters
- Responsible for accurate data entry and attention to detail
- Ability to understand and adhere to Gift aid, Direct Debit, PCCI and GDPR regulations

Desirable:

- Ability to handle cash and Direct Debits

Levels of responsibility:

Your responsibilities	Level (£'s)
Expenditure (exc. payroll)	£0
Cash Handling	£0
Assets (required for job, exc. buildings)	-
Visitors (per annum)	

5. Creative Ability

Essential:

- Excellent organisational skills and ability to prioritise workload and work to tight deadlines
- Ability to deal independently with queries raised by supporters both over the telephone and in writing relating to their donations and subscriptions payments
- A keen attention to detail with a drive to make sure work is right first time
- Proactive attitude to problem solving
- Empathetic with the ability to build rapport and to diffuse difficult situations
- Strong written skills, able to write with fluency, creativity and in a supporter friendly manner
- Strong numerical skills
- Ability to think from a customer/supporter perspective

Desirable:

- Previous experience of process improvement
- Ability to respond to written complaints
- Understanding of good supporter/customer care principles

6. Contact

Essential:

- Confident liaising with colleagues across the organisation at all levels
- Confident and effective verbal communication skills
- Polite and professional manner when dealing with customers/supporters, including higher level donors, and able to act as first point of contact
- Confident to act as team representative at internal meetings
- Confidence in dealing face to face contact with supporter at events/centres

Desirable:

- Experience of working with teams across different sites
 - Previous experience working with fundraising & finance team
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General Notes

Whilst this post is based at WWT Slimbridge, some travel may be necessary therefore a current driving license is essential as is willingness to travel to other WWT Wetland Centre