



Supporter Administrator

Grade: 6

Directorate: Fundraising, Marketing & Communications

Location: HQ, WWT Slimbridge
Wetland Centre

Reporting to: Supporter Services Team Leader

Main function of the post:

To ensure all Supporters are assisted throughout their journey with WWT, helping build knowledge and trust, establishing a feeling of belonging to a true member community, by providing excellent supporter care across a range of channels and to undertake the processing and fulfilment of supporter gifts and subscriptions, database management and administration of supporter records, delivering excellent supporter care and supporter centric stewardship.

Supervisory Responsibility: Some supervision of volunteers

Responsibilities of the post

1. To respond to membership, adoption and other telephone or email 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/emails are dealt in a timely way and any resulting communications are sent.
2. Responsible for maintaining compliant records of all income (and other responses) received and ensuring accurate recording on the CRM.
3. Ensure all supporter responses and subscription applications are processed in a timely and accurate manner, working with WWT Centres and the wider Supporter Engagement team, to include, but not limited to, membership, adoptions, donations and In Memoriam products.
4. Ensure Supporter Gift Aid declarations are accurately maintained and help ensure WWT Gift Aid is maximized.
5. To ensure all Supporters are contacted within 7 weeks of membership being processed/renewed to ensure that contribution is recognized and that all Supporter materials have been received, building rapport with Supporters, and representing 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.

6. To assist in the response to enquiries in the Supporter@ inbox, to include Tickets, and to add to the knowledge bank of responses.
7. Manage and reconcile supporter income given through online giving platforms including CAF and Just Giving. Ensure accurate records are maintained.
8. Help support the reconciliation of end of month accounts, liaising with the finance and wider Fundraising, Marketing and Communications team to ensure correct coding
9. To help promote quality supporter care across WWT, promoting the Supporter Journey, and help support the Supporter Service team improve the service they provide.
10. Act as a first point of contact for supporter feedback and ensure any complaints are treated in an empathetic and professional manner, escalating where appropriate. Help monitor trends in supporter feedback and where required act as a supporter representative across WWT.
11. Support the Supporter Services Manager and Supporter Services Team Leader with training of junior team members and volunteers.
12. Support the Supporter Service Manager and Supporter Services Team Leader in team improvement programmes and where needed taking on procedures to support this.
13. Play an active role in ensuring the Supporter Service team meets team objectives, SLAs and KPIs.
14. To ensure that in the course of your work you adhere to WWT Data Protection policy and GDPR standards.
15. To be responsible for working within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.
16. To be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating ways of working within your role.

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: August 2020

Date Amended: October 2024

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

Desirable:

- Previous line management/ and or supervision of more junior team members/volunteers

Your team	Number managed	Number supervised
Permanent Team	0	1
Casual Workers	0	0
Volunteers	0	1

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)	£
Cash Handling	£ 7 million
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
- Ability to stay focused on task at hand, while having to manage multiple demands

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