

Job Description

JOB TITLE:	SUPPORTER CARE MANAGER
REPORTS TO:	HEAD OF SUPPORTER CARE
DIVISION:	FUNDRAISING
GRADE:	C

JOB CONTEXT

Within Supporter Care, this role is crucial to ensuring that the Supporter Care team do what matters to our supporters for the benefit of WWF, and that supporters and potential supporters are highly impressed by the customer experience they receive from the Supporter Care team and WWF as a whole. It is vital that the service our supporters receive will lead them to enhance their relationship with WWF either financially or non-financially, and encourage them to persuade others to support WWF too.

The job holder will play a key role in developing the image that WWF gives to supporters and potential supporters, and will promote the delivery of excellent customer service both within Supporter Care, to the wider organisation and agencies used to support fundraising activity.

3 GOLDEN RULES FOR SUPPORTER CONTACT

- Do what matters to the supporter for the benefit of WWF
- Do the right thing, once, at the first point of contact
- Maximise long term value for WWF

Remit of the Supporter Care Team managed by this role

Post opening through to fulfilment and/or satisfactory enquiry resolution, covering all inbound communication channels: mail, email, telephone and fax.

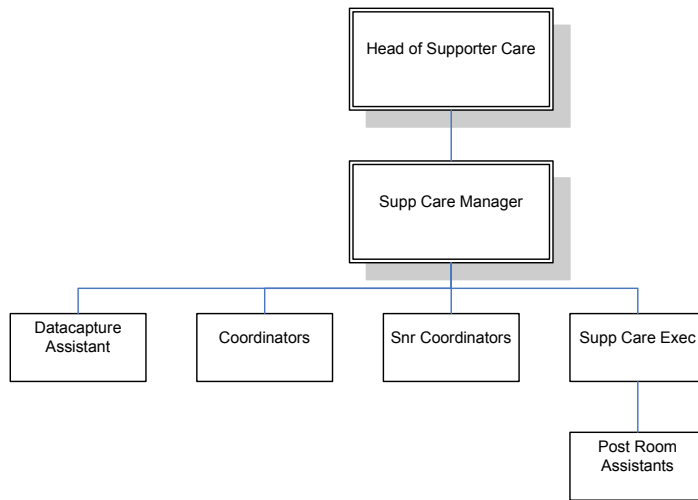
Working Relationships

Within WWF, the jobholder must develop and constantly maintain a particularly good, close working relationship with all members of Supporter Care, Database Services and other Fundraising teams. In addition, the jobholder must maintain a close working relationship with key staff in the Programmes, Communications and Campaign Teams.

Externally, it is essential to maintain effective relationships with external suppliers.

It is vital that the jobholder has or develops a broad and current knowledge of many areas of WWF, including WWF's conservation work, fundraising techniques and plans, the environmental sector, high profile issues, tax efficient giving etc.

ORGANISATION CHART FOR SUPPORTER CARE TEAM



JOB PURPOSE

Manage the Supporter Care Team ensuring that all supporter and non-supporter responses and enquiries are processed within the agreed targets delivering an excellent standard of customer care that enhances supporter value and ensure that the team do what matters to the supporter, for the benefit of WWF.

DIMENSIONS

- Number of people managed: 10 (7.21 FTE).
- This role has no direct budget responsibility but will be required to ensure that the team deliver a cost efficient service to our supporters and that resources within the team are employed effectively.
- Income processed by Supporter Care Cost Centre annually: approximately £20 million, including £12million plus by Direct Debit and £2.5million Gift Aid claim from HMRC.
- Average number of communications processed per month by Cost Centre: 2,000 emails, 2,000 telephone calls, 12,000 mail responses.

PRINCIPAL ACCOUNTABILITIES

- Manage the Supporter Care team ensuring that all responses and enquiries are managed appropriately and within agreed quality and performance targets, addressing shortfalls swiftly and conclusively and managing all non-standard cases as efficiently as possible through to conclusion.
- Ensure that *higher value* supporter relationships are managed effectively and proactively as required, for example people who pledge to leave WWF a Legacy in their will and Marathon participants.
- Manage and motivate the Supporter Care team effectively to achieve performance targets maintaining procedures and contingency to react to unplanned demands.

- Monitor and optimise the standard of customer care delivered by the Supporter Care team and, working with the Service Delivery Manager, ensure that optimal customer service is achieved.
- Monitor and demonstrate achievement of targets, reporting on performance as required by the Head of Supporter Care.
- Develop the culture and mechanisms within the Supporter Care team to enable and empower Supporter Care Co-ordinators to proactively identify opportunities to increase supporter value for the benefit of WWF through excellent customer care. An example may be handling a complaint in such a way that leads to increased commitment from the supporter or securing a Gift Aid declaration from a supporter over the phone.
- Act as the 'Supporter's Representative', informing the development of supporter communication management strategies and the development of WWF policy, by predicting supporter response.
- Train the Supporter Care coordinators to ensure that the maximum number of communications can be resolved first time and encourage the team's personal and professional development. Develop and use training plans for each team member.
- Monitor the nature of supporter enquiries and establish ongoing feedback opportunities from supporters providing reports as required by the Head of Supporter Care. Feedback to other areas of the business as required, highlighting issues that impact on service delivery.
- Actively seek continuous improvement within the team, changing systems and processes where relevant in order to increase efficiency and identify "preventable" work in order to manage the team work load effectively.
- Manage the development and documentation of procedures which ensure accurate data capture, fulfilment and customer service delivery maintaining a constant awareness of business requirements and a working knowledge and understanding of team tasks.
- Manage an efficient stock control system with regular audits both at Panda House and at relevant fulfilment supplier to ensure fulfilment is despatched to supporters within agreed targets.
- Support others in Supporter Care as required and undertake other tasks as required by the Head of Supporter Care.
- Assist the Head of Supporter Care to plan and establish Supporter Care Annual Operating Plan (AOP) setting service targets and objectives for the coming year in order to support the Fundraising strategy.
- Support the management of the overall Supporter Care team, deputising for the Head of Supporter Care as required.
- Lead by example clearly demonstrating achievement of the WWF Success Factors, and encourage the team to do likewise.

PERSON SPECIFICATION

Essential

- Significant experience managing people in a Customer Service Environment is essential with an ability to manage multiple priorities and ensure deadlines and service levels are met.
- A strong degree of computer literacy and a strong technical appreciation of phone, web and databases together with a good understanding of how systems can support efficient and effective processes are essential.
- "Hands on" management approach, with the initiative to proactively solve problems
- Excellent interpersonal and communication skills with the ability to remain calm under pressure.

- Influencing, negotiating and motivational skills
- Proven experience of coaching and mentoring
- Project Management Skills
- A thoroughly professional and accountable approach to all areas of work with the desire and commitment to continuously improve.

Desirable

- Training or a professional qualification in Quality Management such as a Diploma in Quality from the Institute of Quality Assurance would be desirable.

WWF-UK'S SUCCESS FACTORS

All employees in the organisation are expected to demonstrate that they fulfil or can develop the skills, knowledge and behaviours that comprise WWF-UK's Success Factors. In summary, these include:

- **Getting the big picture:** doing what is best for the organisation as a whole by thinking and acting in line with WWF-UK and WWF Network strategies.
- **Achieving results:** knowing what must be done and successfully delivering, helping others along the way.
- **Working together:** collaborating across teams, divisions, the WWF Network and with partners for greatest impact.
- **Managing myself:** managing thinking, emotions and communication for personal effectiveness.
- **Managing others:*** guiding and developing individuals to achieve their objectives in line with organisations plans, priorities.

* Only for positions with line management responsibility.