

## Position Description

---

POSITION TITLE:	Supporter Liaison
POSITION TYPE:	Full time
CATEGORY:	Skilled Professional
STREAM:	Development
LOCATION:	Remote / North Melbourne
GUIDE:	Supporter Services Manager
WILL THIS POSITION BE A GUIDE	No

### Organisational overview:

---

#### VISION

A world where kindness, compassion and respect extend to all living beings

#### PATHWAY

We illuminate the pathway to a kinder world for all

#### OUR APPROACH

Achieving our vision requires a profound shift in humanity's thinking: how humanity perceives itself its purpose, our relationship with each other, animals and the natural world, as well as the individual contribution we can make.

We understand that currently, inherited mindsets are primary influencers of human thinking, attitude and choices that result in separation, discrimination and animal suffering.

As a result, we will seek to:

- Ignite an evolution of human thought that will heal the human-animal relationship
  - Evoke awe, reverence and respect for nature and our fellow species
  - Inspire and empower humanity to live from our highest potential and noblest instincts
  - Live our values and vision and embody the change we wish to see in the world
- 



Our vision is a world where kindness, compassion and respect extend to *all* living beings.

**Position purpose and context:**

<p>STREAM:</p>	<p>This position is part of the Supporter Services team within the Development Stream. The Development Stream is responsible for Animals Australia’s fundraising activities across multiple platforms to ensure revenue growth to sustain continued operations. The Supporter Services team’s main responsibility is growing connections with the Animals Australia supporter base as well as building new connections with potential supporters and donors. Lead by the Supporter Services Manager, the team includes three Supporter Liaisons and one Supporter Administration Officer.</p>
<p>POSITION PURPOSE:</p>	<p>Our Supporter Liaisons are our ‘public facing’ frontline roles of the organisation. They play a pivotal role in representing Animals Australia’s work with confidence and clarity and are a valuable support for our members and donors, and the broader public. Our supporter liaisons deliver best practice donor care to increase supporter engagement and loyalty. They assist and represent the organisation by managing and building positive relationships with our supporter base and the general community through high level communication skills (oral and written) and the maintenance of the supporter database.</p>
<p>KEY STAKEHOLDERS:</p>	<ul style="list-style-type: none"> <li>▪ Donors and supporters (existing and potential)</li> <li>▪ Animals Australia individuals, contractors and volunteers</li> <li>▪ Members of the public</li> </ul>
<p>PRIMARY RESPONSIBILITIES:</p>	<p><b>COMMUNICATION</b></p> <ul style="list-style-type: none"> <li>▪ Respond to stakeholder enquiries (email, phone, social media) in accordance with Animals Australia’s guidelines and policies and with accurate and up to date campaign information.</li> <li>▪ Undertake large volume mail merges to facilitate written communication with stakeholders, including thank you letters and donor receipts, in a timely and efficient manner.</li> <li>▪ Perform outbound calling to donors and supporters to follow up default donations, nurture relationships, and thank for donations.</li> <li>▪ Connect with our online community via social media moderating, to promote and engage our audience on advocacy and fundraising opportunities for animals, and foster a culture of</li> </ul>

growth, safety and support in accordance with our community guidelines.

**SUPPORTER/DONOR SERVICE**

- Deliver high level supporter/donor service across various communication platforms (phone, email, social media, in person).
- Build and maintain valuable supporter and donor relationships.
- Assist stakeholders with the purchase of merchandise, one-off donations, monthly donations, and campaign and advocacy enquiries.
- Coordinate public fundraisers in accordance with fundraising guidelines and policies.
- Assist with in-person events as required.

**DATA QUALITY AND INTEGRITY**

- Maintain the highest standard of supporter data quality and integrity.
- Prioritise accurate, compliant and appropriate data entry of supporter details, contact/interactions and donations.

**COLLABORATION**

- Work collaboratively with the Animals Australia campaigns and communications teams to build and maintain major donor relationships, prepare key materials for new campaigns, and assist in any other way necessary.
- Work closely with the social media team to nurture our online community.
- Provide assistance and support to Animals Australia volunteers. Perform other tasks to support Animals Australia's work, as directed by the Supporter Services Manager.

**Role requirements:**

ATTRIBUTES:

**VALUES**

- Demonstrated commitment to the vision, objectives, and values of Animals Australia. Our vision to create a kinder, more compassionate, and respectful world for all living beings is bold and ambitious. To achieve this vision, we need to inspire changed thinking about our relationship with animals on a global scale. It takes a learning mindset, courage, and resilience, and a willingness to embrace uncertainty to truly be creative and innovative.

**EXCELLENT CUSTOMER SERVICE SKILLS**

- Demonstrated ability to interact productively and positively, with a variety of stakeholders.
- Ability to quickly understand, analyse and respond to stakeholder needs.

**STRONG COMMUNICATION & RELATIONSHIP SKILLS**

- Experience in building rapport and communicating with a wide variety of people, genuinely seeking to understand different perspectives to establish trust, managing relationships, thinking on your feet.
- The confidence to handle high pressure, emotive conversations.

**SELF-MOTIVATED, WELL ORGANISED AND EFFICIENT**

- Ability to juggle multiple tasks at the same time in a busy, fast-paced setting, using initiative to manage your own schedule, work efficiently and deliver timely results to a high standard.
- Demonstrated problem solving skills with the ability to think strategically and innovatively.

**FLEXIBLE AND ADAPTABLE**

- Proven ability to work under pressure, both autonomously with minimal direction and within a small team environment.
- Openminded – with a willingness to challenge your own thinking - to get the best outcomes for animals.

**COMPUTER SKILLS**

- Sound computer skills particularly with the Microsoft Office Suite (Excel, mail merge functionalities) and database management. An eye for detail to ensure accurate data.

**DESIRABLE:**

- Experience working in a similar organisation (e.g. NFP/ For Purpose, animal protection, advocacy, campaigns, etc.).
- Experience working in a fast-paced, agile environment

**Values Framework:**

<p>VALUES:</p>	<p>The way we work is as important as what we do. The Values Framework outlines the personal qualities and behaviours required to work effectively at Animals Australia.</p> <p>Animals Australia Values:</p> <p><b>INTEGRITY</b></p> <p>We are considerate and act honestly and ethically at all times.</p> <p><b>COMPASSION</b></p> <p>We seek to alleviate suffering by inspiring and modelling conscious, kind actions and choices.</p> <p><b>COURAGE</b></p> <p>We willingly embrace challenges and seek opportunities to expose and address cruelty and injustice.</p> <p><b>INNOVATION</b></p> <p>We explore and create dynamic new approaches and strategies to bring about change.</p> <p><b>INCLUSIVITY</b></p> <p>We understand that a kinder future depends on diverse and inclusive collaboration.</p> <p><b>COMMITMENT</b></p> <p>We are relentless, dedicated, agile and resourceful.</p>
<p>OTHER RELEVANT INFORMATION:</p>	<p>Animals Australia supports a work/life balance and encourages flexible work arrangements.</p>

**Agreement and acceptance:**

INDIVIDUAL NAME:	
INDIVIDUAL SIGNATURE:	
DATE:	
GUIDE NAME:	
GUIDE SIGNATURE:	
DATE:	