



Position Description

October 2025

Position Title	Supporter Liaison
Position Type:	Full time
Category	Skilled Professional
Stream	Donor Care, Retention, and Engagement
Location	Hybrid role - Remote and office work (North Melbourne)
Guide	Supporter Services Manager
Will this person be a guide	No

Organisational overview

Animals Australia has earned global reputation as leader in strategic campaigning and advocacy, particularly on the issues of live export, factory farming and compassionate living.

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

Position purpose and context

Stream

This position is part of the Supporter Services team within the Donor Care, Retention, and Engagement Stream. This Stream is responsible for Animals Australia's fundraising activity across multiple platforms to ensure revenue growth to sustain continued operations. The Supporter Services team engage directly with the Animals Australia supporter base to carry out essential program work, create genuine connections, and provide advocacy support.

Position purpose

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.

Key stakeholders

- Donors and supporters (existing and potential)
- Animals Australia individuals, contractors and volunteers
- Members of the public

Primary responsibilities

Communication

- Respond to stakeholder enquiries (email and phone) in accordance with Animals Australia's guidelines and frameworks and with accurate and up to date campaign information
- Undertake large volume mail merges to facilitate written communication with stakeholders, including thank you letters and donor receipts, in a timely and efficient manner
- Perform outbound calls to donors and supporters to follow up on declined or missed donations, nurture relationships, and thank for their donations
- Provide information about our campaigns and the impact of donations in an engaging manner.

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
- Identify opportunities to deepen supporter engagement, encourage long-term commitment and support donor retention programs.

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 across Animals Australia teams to build and maintain major donor relationships, prepare key materials for new campaigns, and assist in any other way necessary
- Provide assistance and support to Animals Australia volunteers
- Perform other tasks to support Animals Australia's work, as directed by the Supporter Services Manager
- Perform functional support roles to ensure fundraising program outcomes are met

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, nurturing 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 – for 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 environment (e.g. NFP / For purpose, animal protection, advocacy etc.)
- Experience working in a fast-paced, agile environment

Values Framework

Values

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.

Animals Australia values:



Integrity

We are considerate and act honestly and ethically at all times



Compassion

Proven ability to deliver outcomes with a high degree of autonomy



Courage

We willingly embrace challenges and seek opportunities to expose and address cruelty and injustice



Innovation

We explore and create dynamic new approaches and strategies to bring about change



Inclusivity

We understand that a kinder future depends on diverse and inclusive collaboration



Commitment

We are relentless, dedicated, agile and resourceful

Other relevant information

Animals Australia supports a work/life balance and encourages flexible work arrangements.

Agreement and acceptance

Individual name	Text here
Individual signature	
Date	
Guide name	Text here
Guide signature	
Date	x

If you have any questions or for further information please get in touch with The People & ~~Culture~~Culture team at: people@AnimalsAustralia.org