



Job Description and Person Specification

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by ActionAid from time to time. Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

Job title	Supporter Communications Officer
Contract type	Fulltime / Permanent
Grade/starting salary	Band 3 -£22,452-£24,036 p/a
Reporting to	Supporter Communications Coordinator
Direct reports	none

Context

Are you passionate about making a real difference?

As part of the global ActionAid family, we are helping to build a fair and just world where everyone can claim their rights. To achieve this we work with local people in more than 45 countries to fight hunger and disease, seek justice and education for women, hold companies and governments to account and help communities cope with emergencies.

In the UK our role is to raise funds to carry out programme work internationally, to motivate and engage our supporters and the general public and to campaign for change. We are a value driven, forward thinking organisation, focused on achieving long-term change through supporting our partners to make a sustainable difference.

Purpose of the Role

ActionAid is committed to providing market leading supporter care and stewardship resulting in a fulfilling and positive experience for supporters; a major part of this is through the communications they receive from overseas. The UK Supporter Communication Team provides comprehensive support to ensure these communications follow internationally agreed standards, are inspiring, clearly demonstrate change, and encourage our supporters to continue their commitment with ActionAid. The UK Supporter Communication Team's role sits within the wider Retention and Development teams, and is vital to the on-going retention of ActionAid's supporters.

Key tasks and responsibilities

Work with overseas colleagues to produce market leading Child Sponsorship and Long-term Country Programme Supporter communications to meet internationally agreed standards and the needs of UK sponsors.

- Work alongside international sponsorship teams to produce high quality, informative, inspiring and relevant communications for ActionAid's Child Sponsors and Long-term Country Programme Supporters.
- Independently coach and provide appropriate and constructive feedback to develop stories, case studies, quotes and photos to meet internationally agreed standards.
- Edit final drafts and print proofs to standards and in line with ActionAid's brand, vision and mission.

Last update July-11

- Ensure strict internationally agreed timelines are met for timely mailings to supporters.
- Explore and include information that has significant relevance to individual supporters, including campaigns, emergencies and events.
- Refine communications in response to supporter feedback and behaviour.
- Ensure ActionAid's commitment to Women's Rights is clearly represented in communications to supporters.
- Keep abreast of Sponsor profiles and other supporter research.
- Participate in visits to Country Programme offices and projects to develop Sponsorship Communication and Support Care skills, as well as collect resources (photographs, stories, case studies).

Manage, maintain and develop Supporter Communications' monitoring.

- Ensure accurate and timely production of communications management information e.g. annual communication plans, weekly report, Hub report.
- Update international report production database (HIVE & NK) for performance monitoring of Funding Affiliates and Country Programmes.
- Maintain seed link information, including the timeliness and quality of mailings, child messages, reports. Follow up identified issues, bring to attention of line manager and inform relevant teams.

Communications relating to emergencies, special situations, activities and events drafted.

- Draft emergency/special communications and follow through as necessary in collaboration with line manager.
- Include special updates in standard mailings to ensure communications are topical and timely as well as keeping abreast of ActionAid UK activities (campaigns and events).

Create and review UK Fundraising and Country Programme letters and materials for supporters .

- New Sponsorship project area appraisals reviewed and feedback given within timeframe.
- Child Profile merge fields and supporting paragraphs produced and updated.
- Country & Development Area level information produced and updated for Child Profile text.
- Produce and update Country Programme Welcome letters, Overseas standard letters (transfers, absents, bereavement), and phase out transfer letters.

Act as an information resource for UK and international teams.

- Share examples of best practice by email, in meetings, and via the One Stop Shop Best Practice Hub.
- Maintain and promote Child Sponsorship space on the Story Hub (including archive space) by uploading Child Sponsorship reports and related materials.
- Proactively share news, problems, and successes with the Supporter Care Team.
- Meet with overseas team to discuss and share information regarding overseas programmes.
- Maintain paper archive of sponsorship reports.
- Respond to queries from UK and overseas, and be a contact point during the absence of line manager.

Person Specification

Knowledge and Experience	
<i>Essential</i>	<i>Desirable</i>
Recent experience in a fundraising communications role	Experience of work within the international development sector
English Language A-level or equivalent	
Effectively communicate with a wide range of people across cultures, beliefs and abilities	
Ability to work to deadlines, under pressure, and on own initiative	
Skills and Abilities	
Excellent written and verbal communications skills	
Strong computer skills, including full use of Microsoft Office Suite	
Diplomacy and negotiating skills	
Excellent attention to detail	
Creative and innovative	
Commitment to equal opportunities and to ActionAid's mission, vision and values	
Ability and willingness to travel internationally one time per year on own	