

Supporter Engagement Advisor

Duration:	Permanent
Salary:	£32,000 per annum
Job Level:	5
Hours:	35 hours per week.
Disclosure Level:	Basic. This role involves indirect work with children
Team:	Supporter Engagement Team
Reports to:	Supporter Care Manager
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

As a dynamic and connected team, the Supporter Care ethos is 'to put supporters at the heart of everything we do', transforming methods of multi-channel engagement and focusing on delivering truly exceptional supporter experiences.

With a 'Supporter Centred' mindset, we ensure that supporter needs are heard throughout the organisation, gathering supporter insight through direct and collaborating with colleagues, internal teams and partners to exceed supporter's expectations.

ABOUT THE ROLE

As the primary contact point for supporters, prospective supporters and the public, the Supporter Engagement Advisor's role is to effectively respond to interactions and enquiries using multiple communication channels (phone, email, letter, social media, web chat and SMS). Taking personal ownership of each contact, the Supporter Care Advisor handles complex cases, with a focus on complaint resolution and deepening supporter engagement.

This is a varied and fulfilling role dealing with a broad range of questions about our programmatic work for children and in cases of incidents of safeguarding, complaints and people's personal data.

These can be inspiring, challenging and at times includes distressing content relating to children.

What we will expect you to achieve

- Effectively respond to all enquiries, interactions and complaints received on UNICEF's work, via a multitude of channels (phone, email, letter, web, social media, live chat and text). Take full ownership of these direct interactions and see them through to a successful resolution in a personalised tone.
- Bring supporters closer to our work for children across social media channels by monitoring these platforms and determining UNICEF UK's most appropriate level of engagement.
- Maintain supporter database records of enquiries received, ensuring that all data entered is accurate.
- Work to meet Service Level Agreement, ensuring resolutions to enquiries are achieved within the required timeframe.
- When presented, manage sensitive enquiries and assess the potential vulnerability of individual supporters and child safeguarding concerns and decide the appropriate escalation to internal contact points.
- Create, update and maintain an internal knowledge base ensuring that all information is accurate and pre-approved.
- Share supporter feedback to help identify key trends to improve the supporter experience offered. Report where necessary.
- Contributes to new approaches and solutions to improve the ways of working and the services delivered to supporters.
- Embraces new digital initiatives that generate greater direct engagement with supporters and members of the public.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter Driven and Mission Aligned

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child
- Develops effective relationships with target supporter groups enhancing their knowledge and involvement of UNICEF's work
- Uses in-depth knowledge of supporters, the market and the charity sector to predict future trends that impact upon supporters and their support
- Considers supporter needs and pressures, balancing their expectations with doing what is right for children

Communication

- Presents complex and difficult messages clearly and with impact

- Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity

Collaboration

- Consults others and shares expertise, know-how and ideas with colleagues for best results
- Values diversity respecting and drawing on colleagues' difference perspectives, skills, experience and knowledge

Resilience

- Remains positive and quickly recovers from setbacks, keeping problems in perspective
- Takes a solution focused approach to problem solving to succeed in difficult circumstances

Positive Relationships

- Nurtures professional relationships with colleagues at all levels and with external contacts and partners to support the achievement of objectives
- Reflects on own thoughts, feelings and actions and is aware of own impact on relationships

Relevant experience

- Working in a team environment which directly services and engages with members of the public, supporters or customers
- Practical experience of databases or customer relationship management systems and digital applications (social and instant messaging tools)

Specific knowledge and skills

- Use of variety of office applications (Word, Excel, Outlook) to communicate and retrieve information and knowledge
- Use of /familiarity with social media engagement platforms (Facebook, Twitter, WhatsApp, Snapchat, Instagram, LinkedIn)
- Handling challenging conversations and recognise when you need to consult others and seek support