

## **Supporter Care Executive Hong Kong**



**Join the family ... be part of the end game**

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## Welcome to Animals Asia

I'm delighted to introduce you to Animals Asia, a progressive, dynamic and global organisation making great advances in animal welfare predominantly in China and Vietnam, but with reach across Asia. If you are looking for a career move that will enable you to play a key role in creating significant, lasting change you will be excited about working here.

In 1998, we set out with a primary goal of ending bear bile farming – a horrific trade that is arguably the world's cruelest form of animal abuse. In 2017, the Vietnamese Government announced its partnership with Animals Asia to bring this to an end by 2022. This year, we will be raising funds to build a new sanctuary in Vietnam so we can bring the last the country's bile bears home. There has never been a more exciting time to join the team and be part of this historic, rewarding journey. We are also at the forefront of ending elephant riding in Vietnam – a model which we hope can be rolled out across the rest of Asia.

Our fundraising team is equally progressive and exciting. You will be joining an exceptionally talented, passionate and dedicated group of people brimming with ambition and potential. Last year, we raised a record breaking \$14m globally but this is still only the tip of the iceberg – we could do so much more and investing in the right people to join our team is critical.

We have a global movement of staunchly loyal and incredibly generous donors who are deeply invested in the charity. Many of them have been part of the Animals Asia family since we were founded and ending bear bile farming is an important goal in their lives. We believe our donors are really special, and we are looking for somebody that will ensure they receive really special care. This is so much more than simply saying thank you and keeping them engaged – although that's a key part of it. We want our supporters to feel like they are the very heartbeat and lifeblood of the charity – because that's exactly what they are.

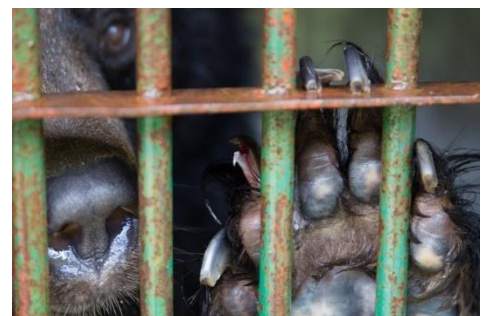
A flair for customer service will come naturally to you, as will a genuine love for animals. You'll know how to make people feel really special – and you'll get a kick out of doing it. You will need to be one of life's natural go-getters, full of drive, initiative and hunger. You'll love nothing more than a chit-chat with all kinds of people and your easy going, sociable personality will enable you to build relationships effortlessly.

If you are keen to join the Animals Asia family and be part of this inspirational journey, I look forward to hearing from you.

Warmly,



Jo Dunsford  
Global Director of Supporter Insights and Experience



## About us

### Our Vision

To end cruelty and restore respect for all animals throughout Asia.

### Our Mission

To end the farming of bears for bile in Vietnam and China, provide sanctuary for bears, end the suffering of wild animals in captivity, and ensure humane treatment of dogs and cats.

### Our Values

- The welfare of all animals is our first priority.
- We are responsible guardians of the animals under our care.
- We strive to find compassionate solutions that benefit people as well as animals.
- We act ethically, responsibly and fairly in all our dealings.
- We are committed to responsible stewardship of donor funds.
- We are committed to responsible environmental stewardship.

### Our guiding principles

Everything we do, 'The Animals Asia Way', is underpinned by our four pillars:

#### Empathy

Towards all animals and people

#### Respect

For each individual animal or person, community & culture

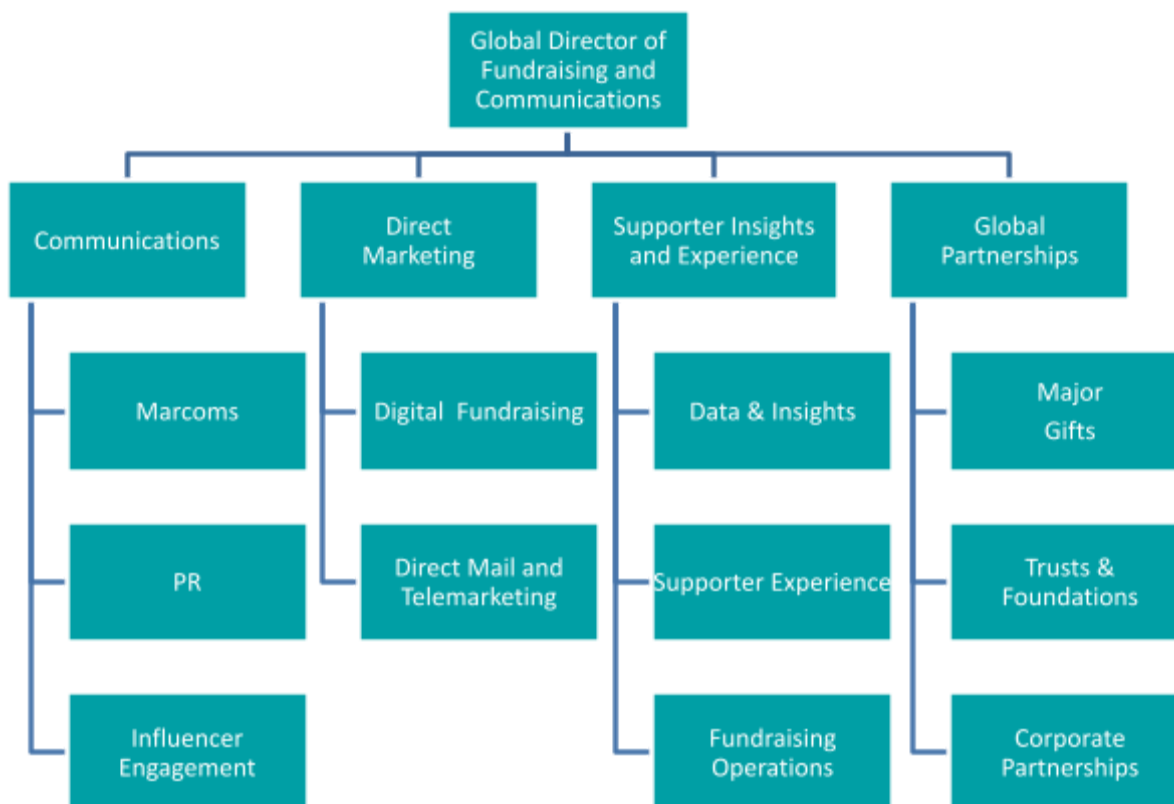
#### Courage

To be kind, to forgive and to innovate

#### Tenacity

Commitment to goals no matter how long or hard the course

## Department Structure



### Some words from the team

“Almost immediately I felt like part of a very caring global family, caring for the animals and for each other.

Despite the miles, I feel really close to my colleagues around the world, which is so exciting. I get to feel as though I'm on the frontlines of animal welfare, so I can really appreciate the outcomes of my work. It's amazing to be part of an organisation that really lives its values and is amazingly effective and inspiring. And our bear bosses make every day one to get excited about.”

Alastair Lubbock, Senior Content Manager, UK

"Animals Asia does a really good job in changing people for the better and I'm a very lucky example of this. I've learned so much since I've been here and my points of view about animal welfare, environment and donor communication have been changed positively and for the better. Working here, I feel that I'm surrounded by kindness and passion. Lucky me!"

Ngoc Chu Bich, Supporter Engagement Coordinator, Vietnam

“Animals Asia is a community full of love and kindness. Our staff and supporters from all around the world share the same values and are working towards the same goal. I'm so glad to be part of this community. Every time I see the bears smile, I know I am doing something right.”

Nicole Ho, Donor Development Officer, Hong Kong

## **Job Description**

### **About the role**

Here at Animals Asia, supporters are not seen as external to the organisation – they ARE the organisation. Without them, quite simply, nothing would be possible so they are a crucial part of the team. We know they are every bit as passionate about our goals as we are. As Supporter Care Executive your job is to ensure they know how integral they are and that being part of Animals Asia provides an exceptional, enriching experience that adds as much value to the donors' lives as they add to us. We have some of the most loyal and committed supporters in the world but loyalty is something we must earn every single day – and that will be the very heart of your role.

As part of a busy, passionate and talented global team you'll be in charge of updating supporters on our progress and offering opportunities for engagement. You'll work with a wide range of people, efficiently gathering and providing information as well responding to whatever queries or situations may arise. This includes maintaining the fundraising database and implementing key steps on the supporter journey. You will work hand in glove with a high-performing Gift Processing Team, sharing best practice knowledge to ensure we provide a seamless, first-class end to end experience for supporters. Our Gift Processing team is highly efficient and effective, operating as one global team and supporting work from across countries. We do need somebody on the ground in Hong Kong that can help with this, in particular to also assist with some of the Gift Processing work.

You'll be well-organised, self-motivated and display a high level of accuracy, consistency and attention to detail to ensure data is handled appropriately and in accordance with mandatory regulations across the markets we operate in. Subject to availability, the role can be supplemented with support through trained and supervised volunteers.

### **Supporter Care and Communications**

- Act as first point of contact for Animals Asia: answering the phone and responding to emails and letters
- Work collaboratively across a global Supporter Care team to ensure supporter enquiries are handled to the highest standard, providing prompt, efficient, accurate responses in line with the charity's messaging and Global Service Charter
- As part of a global team, provide 'round the clock' care via all channels
- Keep up to date with programme activities and news from across the organisation to ensure you can provide informed supporter communications and deal with supporter enquiries confidently, efficiently and consistently
- Handle difficult or distressed supporters in a sensitive and skilled manner, displaying empathy and establishing rapport whilst balancing the needs of Animals Asia
- Monitor supporter feedback and interactions to provide insight to the wider Supporter Insights and Experience team to inform new initiatives and increase retention
- Use agreed letter templates and produce bespoke responses as required

## **Gift Processing**

- Work collaboratively with colleagues in the Gift Processing team to ensure income is processed accurately and in line with our Global Service Charter via all fundraising and payment channels and in line with Animals Asia's policies and procedures
- Generate acknowledgements and receipts for all offline payment channels, including annual statements, in line with our Customer Service Charter
- Process all payments including merchandise orders and legacy income
- Process online and offline products including animal sponsorships
- Administer the end to end Recurring gift process (Gift set up, processing amendments and cancelations, resolve exceptions and generate lapsed communications) liaising with external agencies as necessary
- Ensure donations are processed on time and with accurate coding to track the source of fundraising income
- Ensure Gift Aid eligibility is recorded accurately (UK gifts)
- Ensure banking is carried out in line with our Customer Service charter
- Assist where required in the review and implementation of new payment channels to ensure smooth and accurate gift processing
- Develop and maintain a good understanding of local payment channels and processes

## **Administration and financials**

- Ensure procedure manuals are updated in line with changes
- Organise postal mailings, mail merges etc
- Design and maintain good quality filing systems whether electronic or on paper
- Proactively liaise with supporters to capture missing / incomplete information

## **Database Management**

- Maintain constituent records & data integrity. Accurately enter new data and amend existing data on the fundraising database following contact from supporters, and in line with Animals Asia's policies and procedures
- Ensure supporter interactions are recorded accurately and consistently
- Keep abreast of GDPR

## **Fundraising Support and Supporter Journey**

- Ensure supporters are resourced with fundraising materials
- Update local social media & website as required
- Work with the Direct Marketing Team to ensure fundraising communications meet local market requirements, and are appropriate for our supporters
- Assist the Gift Processing team where required to ensure that correct coding is applied to donations to track the source of fundraising income
- Collect Gift Aid Declarations (UK)
- Ensure that supporter legacy enquiries are handled correctly and the legacy stewardship journey is maintained
- Support the Direct Marketing Team to maintain the Regular Givers, increase acquisition, reactivation and retention

- Work closely with the Global Partnerships Executive to ensure Bear Guardianship scheme payments are recorded accurately
- Train & supervise volunteers as required

### **Inter-department relations**

- Ensure that inter-department and inter-personal relationships are positive, cohesive, and contribute to the overall mission of AAF
- Develop and maintain effective working relationships with management in regard to work procedures and employee relations
- Support the AAF 'one-team' philosophy, making sure the greater global needs are put ahead of any team or market goals

### **Continuous Improvement**

- Work closely with all areas of the Supporter Engagement Dept. to drive continuous improvements and efficiencies in our operations and streamline our processes across the global market
- Contribute to the on-going review, development and implementation of changes to improve the productivity and efficiency of AAF
- Identify best practice fundraising models and make recommendations and implement as part of continuous improvement
- Participate in staff training and performance and development appraisal process to assist in the achievement of AAF objectives and mission

### **Miscellaneous**

- Promote and advocate AAF to the general public
- Perform other tasks as directed by the Senior Management of AAF
- Active participation in team meetings
- Always keep the supporters and interests of Animals Asia at heart when dealing with supporters so as to develop and maintain positive long-lasting relationships





## Person Specification

### Experience

- At least 2 years' experience in a customer service role responding to a high level of enquiries via telephone and email E
- Experience of working on a customer relationship database E
- Experience of using Blackbaud CRM or Raisers' Edge D
- Experience of inputting high volumes of data D
- Experience of working in a fundraising team or environment D

### Skills/Attributes

- Demonstrable initiative and ability to work autonomously E
- Accuracy and excellent attention to detail E
- Demonstrable verbal and written communication skills E
- Excellent interpersonal skills and telephone manner E
- Highly organised, able to prioritise varied workload and meet deadlines E
- Thrives in a social environment and builds relationships easily E
- Solution focused with a creative approach to issues and a 'can do' attitude E
- Proficient in Microsoft Office E
- Fluent in Cantonese and English E
- Fluent in Mandarin D

### Knowledge

- Understanding of basic fundraising principles D
- Understanding of Data Protection (GDPR in UK & EU) D
- Understanding of local fundraising regulations and best practice D
- Understanding of animal welfare issues and conservation D

### Qualifications / training

- Educated to degree level D
- Fundraising qualifications D

### Circumstances

- Able to work efficiently and effectively from home without disruption E
- Able to connect to sustained, high quality internet connection from home E
- Able to work occasional extended hours and weekends as required E
- Able to accommodate global meetings early morning / late evening E



### Conditions and Benefits

<b>Place of work</b>	Animals Asia Foundation Limited Room 1501, Tung Hip Commercial Building, 244-252 Des Voeux Road Central, Sheung Wan Hong Kong
<b>Salary</b>	HK \$20,000.00/month gross
<b>Working hours</b>	Full time – standard hours are 42.5 hours per week, Monday to Friday from 9am to 5.30pm with 1 hour unpaid lunch break.

	You will be required to work such additional hours as are necessary to fulfill your role which may include evenings and weekends. You will be expected to manage your hours, responsibilities and workload accordingly.
<b>Reports to</b>	Supporter Care Manager
<b>Manages</b>	n/a
<b>Budget responsibility</b>	n/a
<b>Probation</b>	3 months
<b>Annual leave</b>	Commensurate with local market benefits The holiday year runs from January 1st to December 31st.
<b>Other benefits</b>	Training will be provided as required

## Recruitment schedule and how to apply

### To apply

Please send CV's with covering letter outlining how you meet the person specification and why you should be considered for this role.

[jobs@animalsasia.org](mailto:jobs@animalsasia.org)

Please include the job title in the subject line of your email.

### Interviews will be scheduled on an ongoing basis

To find out more [www.animalsasia.org](http://www.animalsasia.org)

Unfortunately, we are unable to respond to every applicant. If you have not heard from us during the two weeks after the closing date, we will not be taking you forward in the application process.

