

## Supporter Care & CRM Lead

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| Title: <b>Supporter Care &amp; CRM Lead</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Full-Time 37.5 Hours / 5 Days Per Week |
| Reports to: Head of Fundraising                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                        |
| <p><b>Anglican Board of Mission - Australia</b></p> <p>The Anglican Board of Mission – Australia, known as ABM, is the national mission agency for the Anglican Church of Australia. ABM is a member of the diverse global Anglican community, with partners in Australia and across the Pacific, Asia, Africa and the Middle East.</p> <p>Through its community development entity, Anglicans in Development, ABM works with communities around the world in resilience and disaster response, and supporting sustainable, locally-led change addressing climate change, education, and livelihoods. Anglicans in Development (AID) is accredited by the Australian Government Department of Foreign Affairs and Trade (DFAT), and a member of the global Anglican Alliance.</p> <hr/> <p><b>Organisation Context</b></p> <p>Recently celebrating its 175th Anniversary, ABM is implementing <i>Connecting Communities of Mission 2030</i> - a new strategic vision to strengthen mission engagement, First Nations leadership, sustainable development and education for future generations. A dedicated fundraising and communications team is supporting the formation and operations of the ABM Foundation as a strategic platform for long-term sustainability.</p> <p>The Supporter Care &amp; CRM Lead is a new role, and joins a small and collaborative fundraising team that places supporters at the heart of everything we do.</p> |                                        |
| <p><b>Position Summary</b></p> <p>The Supporter Care &amp; CRM Lead is responsible for supporter care, CRM administration and coordinating supporter retention and growth initiatives. Working closely with the Head of Fundraising, the role helps build strong supporter relationships through excellent customer service, meaningful supporter journeys and effective use of Raiser's Edge NXT.</p> <p>The successful candidate will strengthen supporter retention and stewardship, maintain high-quality fundraising data and reporting, and develop supporter journeys across annual giving, major giving, bequests and emerging philanthropy initiatives.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                        |
| <p><b>Position Purpose:</b></p> <p>To strengthen supporter retention and growth, through excellent supporter care, supporter journeys, and CRM management.</p> <p>The role helps ensure supporters receive timely, personalised engagement opportunities based on insight and evidence, and contributes to donor retention, annual giving growth and long-term philanthropic support.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                        |
| <p><b>Key Accountabilities</b></p> <p><b>1. Supporter Care</b></p> <p>Create a positive and personalised supporter experience to strengthen donor trust and commitment.</p> <p>Responsibilities</p> <ul style="list-style-type: none"> <li>Act as a key point of contact for the Fundraising team, responding professionally to supporter enquiries and coordinating follow through</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                        |

- Coordinate donor acknowledgements, thank you communications and stewardship activities.
- Support delivery of donor recognition, impact reporting and retention initiatives.
- Support coordination across teams to ensure supporters receive timely, personalised and meaningful communications on the impact of their giving.
- Contribute to a supporter-centred culture that values responsiveness, gratitude and viable relationship building.

## **2. CRM Management & Data Quality**

Lead the effective day-to-day use and development of Raiser's Edge NXT to support diversified fundraising channels, stewardship and reporting.

### **Responsibilities**

- Champion and maintain the quality, accuracy and integrity of supporter information within Raiser's Edge NXT.
- Manage supporter records, constituent updates and database maintenance activities.
- Create and maintain queries, supporter segments, mailing lists and reports.
- Implement and monitor update of CRM procedures, business rules and data standards.
- Act as the primary internal contact for day-to-day CRM administration and support.
- Work collaboratively with ABM's dedicated Raiser's Edge consultant to strengthen capability, adoption and continuous improvement of the platform.

## **3. Supporter Retention and Growth**

Support the Head of Fundraising to plan and deliver ABM's diversified fundraising strategy for annual giving, major gifts and bequests for retention and growth.

### **Responsibilities**

- Coordinate new initiatives to map, implement and refine supporter journeys from acquisition, onboarding, retention, reactivation and regular giving.
- Build and maintain supporter journey workflows and related processes within Raiser's Edge NXT.
- Support fundraising planning and campaigns through audience selections, campaign data reporting and supporter segmentation.
- Prepare regular fundraising, supporter and stewardship reports.
- Monitor supporter activity and campaign outcomes, and identify prospective donors, trends and opportunities.
- Support the continuous improvement of fundraising systems, reporting and supporter management practices.

## **Key Relationships**

### **Internal**

- Head of Fundraising
- Fundraising Campaign Coordinator, fundraising colleagues and volunteers
- AID Community Development Program coordinators
- Finance team

### **External**

- Donors and bequestors
- Blackbaud / Raiser's Edge consultant
- Fundraising suppliers and service providers

## **Selection Criteria**

### **Essential**

- Demonstrated experience (approximately 2-5 years) in a fundraising team, applying fundraising knowledge and skills in service of annual giving, supporter care, major giving, bequests or other area
- Demonstrated commitment to delivering an excellent supporter experience
- Demonstrated achievement in using Raiser's Edge CRM or similar database
- Sound writing and interpersonal communication skills
- Capable organiser, creative problem solver with attention to detail.
- Ability to build positive relationships with supporters, colleagues and stakeholders.
- Proficiency in Microsoft 365 applications, such as Word, Excel, CoPilot or Sharepoint
- Membership of Fundraising Institute Australasia (FIA) will be highly regarded

### **Personal Attributes**

The successful candidate will be:

- Professional
- Curious and willing to learn
- Dependable
- Inclusive and respectful of diversity
- Ethical with integrity
- Genuinely seeking to develop a career in fundraising and philanthropy

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## **Measures of Effectiveness**

Fundraising team members contribute to shared success by:

- Collaboration
- Achieving Fundraising income targets
- Growth in retention and donor value
- Targeted prospect identification/management
- Quality donor stewardship

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## **Working at ABM**

ABM offers a collaborative and supportive working environment where fundraising is embraced as an important expression of generosity and shared mission. Team members share a unified sense of purpose, working in local and global contexts, and committed to working with communities with love, hope and justice.

This full-time role is based in ABM's Sydney CBD office, and offers flexibility.

Professional development is encouraged through structured training and on-the-job learning.

There is occasional requirement for attendance out of ordinary hours for planned donor and stewardship events.

## **Regulatory Compliance**

ABM is committed to preventing any type of unwanted behaviour - including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct - and we are committed to promoting the welfare of children, young people and adults. ABM expects all staff and volunteers to share this commitment through a Code of Conduct. For further information, please refer to the ABM Workplace Guidelines and to the following Policies: Policy A1008 – AID Code of Conduct; Policy A1009 - Prevention of Sexual Exploitation, Abuse and Harassment (PSEAH) Policy; Policy A1011 – AID Child Protection Policy.

ABM is also committed to building a workplace that values diversity, inclusion and belonging, by recognising and valuing the skills and strengths each person can bring to the organisation. ABM welcomes applicants from all ages and genders, Aboriginal and Torres Strait Islander people, people with disabilities and culturally diverse groups generally.