Why we are here
To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

wwf.org.au

Job Description

WWF-Australia
ABN 57 001 594 074

Job Title	Supporter Care Specialist (Part Time)
Department	Experience
Sub Department	Supporter Mobilisation
Job Architecture Level	A
Reports to	Supporter Care Team Lead
Direct Reports	Nil
Location	Sydney Office
Job Type	Part Time Ongoing Contract
Hours per week	0.7 FTE (26.6 hours)
Award Coverage	Clerks Private Sector Award - 2020 - Level 3
Approval	Head of People and Property
Approval Date	25/11/2026
Organisational Context	For over 60 years, WWF has been a powerful voice for nature and communities. We are a values-driven and diverse global network of local organisations working in 100 countries. We work as a catalyst with communities, First Nations, governments, businesses, innovators, and philanthropists towards our global mission: to build a world where people live and prosper in harmony with nature.
-	WWF-Australia uses our expertise to conserve biodiversity, empower communities and halt climate change in Australia and the Asia-Pacific region. With the knowledge and traditions of First Peoples and local communities, together we can bring change on a global scale for climate, nature, and people. Join us and help Regenerate Nature by 2030.
-	WWF-Australia's strategy requires all staff to support the delivery of our objectives which aim to catalyse regeneration towards 2030 across the following strategic priorities: Regenerative Sky (Climate), Regenerative Country (Land) and Regenerative Saltwater (Oceans) - that deliver inclusive conservation outcomes. These three solution pathways are enabled by a focus on Mobilising Millions, a Regenerative Economy and ensuring a Future Fit Organisation.

Department Context

WWF-Australia's Experience team is responsible for growing our supporter and revenue base and engaging our supporters and partners to take action to help regenerate nature. We create exceptional experiences, content, stories and journeys to inspire diverse audiences in driving change and achieving conservation impact.

Job Purpose

Taking a supporter-centric approach, this role is responsible for holding inspiring and informed conversations via phone, mail, email and other digital channels, that seek to elevate the overall WWF-Australia supporter experience. This role has a strong focus on retention to support our fundraising programs, and deepening supporter relationships that encourage loyalty and additional ways of giving. The team acts as the first point of contact for the public and supporters wanting to find out more about and support WWF's work. To effectively navigate supporter enquiries, this role is also responsible for accurately processing donations and interactions in our systems.

Key Accountabilities

- Adopts a supporter-centric approach to all activities and interactions to deliver an outstanding supporter experience through every communications touchpoint.
- Provides exceptional customer service in all interactions through phone, mail, email and other digital channels, with a view to inform and inspire supporters about ways they can donate, support campaigns and initiatives, and encourage wider supporter participation.
- Communicates in a warm and professional way to all requests within the agreed response times, ensuring enquiries are proactively addressed, actioned and recorded, or escalated.
- Acts as the first point of escalation for inbound complaints, issues and complex queries, and applying expertise in line with the Customer Complaint Policy with a view to delivering positive outcomes to all relevant stakeholders.
- Respectfully listens to and responds to supporter feedback, ensuring that appropriate follow-up actions are taken to fix any issues and close the feedback loop.
- Offers alternative ways to support WWF-Australia in response to cancellation requests to support retention fundraising strategies.
- Advocates for the 'voice of the supporter', helping to inform the development of supporter communications and campaigns.
- Ensures the accurate input and maintenance of supporter and donation information on the Customer Relationship Management (CRM) database.
- Processes donations, including the fulfilment of tax receipts and welcome packs.
- Remains informed about WWF-Australia's current campaigns and initiatives to successfully resolve complex enquiries, ultimately helping to strengthen supporter engagement that supports WWF-Australia's conservation, fundraising and communication strategies.
- Ensures public-facing communications are accurate and support WWF-Australia's official position.
- Acts as a role model for safety and security including complying with privacy legislation to protect supporter information.

Job Level Responsibilities

- As part of WWF's commitment to innovation, ethical practices, and continuous improvement, this role is expected to embrace and responsibly explore and apply AI technologies in line with WWF's values to maximise impact.

- Contributes to operational planning, systems, processes, delivery and reporting.
- Complies with legislation, standards, policies and practices, particularly Advocacy with Excellence, Information Security, health and safety, child protection, security, sustainability, and equal employment opportunity.
- Aligns own work with WWFs mission, Guiding Principles, Brand and I-CCaRE values, Integrity, Courage, Collaboration and Respect.
- Performs administration, risk and quality management, and reporting.

Relationships & Communications

Team-working is WWF's preferred way of working requiring positive and constructive relationships across the organisation. Key relationships include:

- Donors, including mid-level and high-value donors.
- General public.
- All teams across the organisation, to effectively and accurately respond to supporter enquiries, and to support active campaigns and opportunities in market.

Job Challenges

- The geographically dispersed nature of WWF and its supporters requires exceptional communication and engagement skills.
- The individual needs of donors and the public requires excellent verbal and written communication, conflict management and engagement skills to build trust and reach resolution.
- Maintaining a high level of quality and professionalism when communicating with donors and in complaints handling.
- Contributing to the achievement of fundraising KPIs.
- Maintaining knowledge of WWF's strategic objectives and activities and communicating this to the public and supporters in an engaging, meaningful way.
- Commitment to delivering best practice, including being open to feedback and coaching on calling and retention techniques, as well as training on new technologies.

Essential Criteria **Selection**

- Excellent communication skills, both verbal and written.
- Demonstrated experience in delivering high levels of customer care.
- Demonstrated track record in achieving call rates to exceptional call and data handling standards.
- A track record of meeting targets, preferably for donor/customer retention or similar.
- Demonstrated administration skills and records management.
- Intermediate skills in MS Office and CRM systems, and a willingness to adopt a "digital-first" approach.
- An understanding of, or interest in conservation, environmental, and sustainable development issues.

Desirable Criteria **Selection**

- Experience using Salesforce and Zendesk or other similar platforms.
- Experience in using digital communications platforms for customer care including social media, SMS, webchat and others.

	• Knowledge of, and interest in not-for-profit organisations and charitable giving.
Credentials	• Qualification, accreditation or professional experience pertaining to the fields of customer service, fundraising, communication, administration, marketing or environmental studies.
Does this role involve working with children or child related media?	No
Job Requirements	• The nature of the Supporter Care function requires that the role holder be primarily Sydney office-based (usually 3 days per week worked from the office). • As a part-time role, the candidate must be able to work Tuesday - Friday. • Successful completion of employment screening checks (e.g. Criminal Record Check).
How to Apply	Please include the following two attachments: (1) A cover letter, no more than 2 pages in length, that describes your interest and suitability for the role. (2) Your resume (CV).
Working Rights	Note that applicants require current unlimited working rights in Australia to be eligible for this role.