

POSITION DESCRIPTION (PD) FOR Supporter Experience & Retention Manager (SERM)			
Position Title (Generic):	Manager	Position Title (Specific):	Supporter Experience & Retention Manager
Reporting to:	Director of Community Engagement	Direct Reports:	Supporter Engagement and Supporter Services Teams
Position Location:	Community Engagement	Position Code:	SERM-FT
Full Time Equivalent (FTE):	Full-time=1.0FTE	Date:	14/05/2026
Employment Type:	Permanent	Rem Code:	GH
Financial Authority:	<input checked="" type="checkbox"/> Authority level to: n/a <input checked="" type="checkbox"/> Credit card to monthly cap of n/a	Rem Steps:	From: S25 To: S32
		Award	No Award - ACBC guidelines
About Catholic Mission	<p>Catholic Mission (CM) is the Pope's international mission agency in Australia. We partner with communities, helping them to flourish by supporting grassroots projects, including healthcare, education, and faith formation, and being an active voice for human rights.</p> <p>The Community Engagement team plays a critical role in connecting supporters to this mission through meaningful engagement, fundraising, stewardship, and supporter care.</p>		
Purpose of Role	<p>The Supporter Experience & Retention Manager leads CM's supporter care and supporter operations functions, ensuring supporters receive professional, timely, and high-quality engagement across all touchpoints.</p> <p>The role oversees frontline supporter engagement, donation processing, receipting, retention activity, and operational administration across two teams. The position is responsible for strengthening operational performance, supporter retention outcomes, process consistency, reporting capability, and effective use of Salesforce within the function.</p> <p>This role is suited to a hands-on people leader who can build high-performing, accountable, and supporter-focused team culture during a period of operational growth and systems maturity.</p>		
Current Opportunity	<p>Catholic Mission is continuing to strengthen its supporter engagement and operational capability following the organisation's transition to Salesforce. This role presents an opportunity for an experienced leader to shape the next phase of the supporter experience function by improving operational consistency, embedding performance accountability, strengthening team capability, and enhancing supporter retention outcomes. The successful candidate will play an important role in building a confident, high-performing team culture that balances operational efficiency with exceptional supporter care.</p>		
Key Responsibilities			
1. Team Leadership & Performance		<ul style="list-style-type: none"> • Lead, coach, and develop the Supporter Engagement and Supporter Services teams to deliver high-quality supporter experiences and strong operational performance • Build a positive, accountable, and service-oriented team culture • Establish clear expectations, workflows, KPIs, and service standards across both teams • Support Team Leaders to effectively manage performance, training, development, and workload prioritisation • Foster a culture of continuous improvement, collaboration, and shared accountability 	

2. Supporter Experience & Retention	<ul style="list-style-type: none"> • Ensure all supporter interactions reflect CM’s values, professionalism, and commitment to respectful engagement • Oversee inbound supporter engagement activity including donor enquiries, regular giving support, stewardship, and supporter care • Drive supporter retention outcomes through targeted regular giver retention, upgrade, conversion and re-engagement activity • Lead initiatives to improve the end-to-end supporter journey across key engagement and touchpoints • Develop and refine supporter stewardship and retention strategies for different supporter segments • Use supporter insights, behavioural data and feedback trends to identify risk, inform improvements and strengthen retention outcomes • Lead the operational delivery and performance of outbound phone campaigns including upgrades, appeals, second gifts, reactivation, and donor stewardship calls • Monitor supporter feedback, complaints, and service trends to identify opportunities for improvement • Manage relationships with suppliers, including external call centres and relevant phone system providers
3. Operational Management & Process Improvement	<ul style="list-style-type: none"> • Oversee donation processing, receipting, supporter administration, and data management processes to ensure accuracy, timeliness, and compliance • Identify operational inefficiencies and implement improved workflows and processes • Reduce processing errors and strengthen quality assurance practices across the function • Ensure processes are clearly documented, understood, and consistently followed • Work collaboratively with Finance to support reconciliation processes and donation processing compliance requirements • Contribute to business continuity and operational risk management practices
4. Salesforce Adoption & Systems Leadership	<ul style="list-style-type: none"> • Champion effective and consistent use of Salesforce within the Supporter Experience and Supporter Services functions • Work closely with the Technology & Systems team to troubleshoot issues, improve workflows, and support system enhancements • Ensure staff are appropriately trained, supported, and capable in system use • Identify reporting and process improvement opportunities enabled through Salesforce functionality • Support the development of clear operational reporting across the teams • Ensure high standards of data quality, integrity and consistency within Salesforce across the Supporter Services and Supporter Engagement teams • Act as the primary business owner for supporter experience and retention requirements within Salesforce, contributing to the prioritisation of system enhancements
5. Reporting, Insights & Performance	<ul style="list-style-type: none"> • Monitor and report on supporter service, retention, operational, and campaign performance metrics • Analyse trends and insights to improve supporter experience, operational efficiency, and fundraising outcomes • Support the establishment of KPI frameworks and performance benchmarks across the teams

	<ul style="list-style-type: none"> • Provide regular performance reporting and recommendations to the Director of Community Engagement • Use data and reporting to support informed decision-making and performance improvement • Ensure the accuracy, consistency and timeliness of supporter service, retention and operational reporting
6. Compliance and Best Practice	<ul style="list-style-type: none"> • CM policies and code of conduct are observed and adhered to. • Complete the FIA Code Course at induction, and ensure knowledge of, and compliance with, relevant practice notes. • Industry best practice is observed and followed. • Breaches of policy or Code are identified and reported where appropriate, in order to eliminate or prevent the abuse of children and/or vulnerable people. • Safe work practices are observed in accordance with training and instruction given. • Risks/hazards are identified and reported where appropriate, in order to eliminate or prevent the risk recurring. • Consultative processes provided by CM are engaged.

Selection Criteria

Essential

- Demonstrated experience improving operational performance, systems adoption, and team capability within a service or supporter environment.
- Proven ability to lead and develop staff through periods of change and process improvement.
- Strong understanding of retention, supporter/customer engagement, and relationship management principles.
- Experience working with Salesforce or similar CRM platforms, and operational reporting.
- Strong organisational, communication, and stakeholder management skills.
- High attention to detail and commitment to accuracy and compliance.
- Ability to balance performance expectations with high-quality supporter care.
- Ability to lead effectively in evolving operational environment.
- Empowers teams to achieve their potential

Desirable

- Experience within the not-for-profit or fundraising sector.
- Understanding of donation processing and supporter administration workflows.
- Experience managing KPI-driven service or engagement teams.

Key Competencies

- Supporter-focused and relationship-oriented.
- Strong leadership and coaching capability.
- Operationally minded with a continuous improvement approach.
- Confident managing performance and accountability.
- Collaborative and solutions-focused.
- Resilient and adaptable in changing environments.
- High level of professionalism, integrity, and judgement.

Success in the Role

- Success in this role will be demonstrated through:
- Improved supporter satisfaction and engagement outcomes
 - Strong supporter retention and upgrade performance
 - Reduction in operational and processing errors
 - Increased team capability, confidence, and accountability
 - Clear and consistent use of systems and documented processes
 - Improved operational reporting and visibility
 - Timely completion and effective execution of outbound phone campaigns
 - Strong collaboration across Community Engagement, Finance, and Technology & Systems teams
 - A well-led, engaged, and high-performing supporter experience function aligned with CM’s mission and values

Other	<input checked="" type="checkbox"/> All applicants must be eligible to work within Australia. <input checked="" type="checkbox"/> A National Criminal History Check is required for this position. <input checked="" type="checkbox"/> This position requires occasional interstate travel. <input checked="" type="checkbox"/> Commitment to CM’s agency requirements, including attendance at staff and management meetings; completion of all finance and operational reporting requirements as per CM’s policies and/or line manager’s directive, adherence to program, HR and Finance policies and procedures. <input checked="" type="checkbox"/> You will receive a Mobile Phone Allowance of \$325pa. <input checked="" type="checkbox"/> Capacity to work outside standard business hours.
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Key Stakeholders/Relationships			
Internal	<ul style="list-style-type: none"> • Director of Community Engagement • Community Engagement (Fundraising) Team • Technology & Systems Team • Finance Team 	External	<ul style="list-style-type: none"> • Donors and supporters • External service providers and suppliers