

## Supporter Care Team Leader (Maternity Cover)

<b>Job Level</b>	3	<b>Benchmark</b>	
		<b>Role review</b>	February 2026
<b>Directorate</b>	Marketing, Fundraising & Communications	<b>Service/Function</b>	Fundraising Operations
<b>Reports to</b>	Supporter Care Manager		

### Scale and scope of role

<b>Direct reports</b>	0	<b>Indirect reports</b>	3
<b>Budgetary responsibility / accountability</b>	None	<b>Accountability for other resources</b>	

### Context

We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes, connecting human kindness with human crisis. We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives. We are part of the global Red Cross and Red Crescent humanitarian network.

### Our values and principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its fundamental principles: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

### Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis in the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

### Purpose of the role

This role will be responsible for the day-to-day operational management of the Supporter Care function, an inbound contact centre at the heart of the Marketing, Fundraising and Communications directorate. This includes troubleshooting any telephony or IT issues experienced by the team.

They will work closely with the Supporter Care Manager to deliver an outstanding level of supporter care, ensuring a positive experience across the 30,000+ enquiries received each year. The Team Leader will act as the first point of escalation for complaints and will collaborate with the Supporter Care Manager to ensure the team provides well-researched, accurate responses to the wide range of complex enquiries received annually. They will also maintain a library of response templates, which should be reviewed and updated at least once a year.

This role will design and deliver a comprehensive training programme for new officers joining the team and provide ongoing development through coaching, call listening, and review of written communications. They will play a key role in fostering a culture of continuous improvement across the team. In addition, the role will deputise for the Supporter Care Manager during periods of absence.

## Main responsibilities

### 1. Team Support and Development

- > Daily operational responsibility for the telephony contact centre. Overseeing day to day management of both the Supporter Care & Mail Enquiries inboxes and Social Media comments. First line of escalation for supporter complaints or queries.
- > Provide expert one-to-one and team guidance, coaching and operational support, both in the moment and in response to identified trends and emerging/complex issues.
- > Implement and maintain a programme of monitoring and quality assurance to ensure all supporter enquiries through all relevant media are handled according to agreed benchmarks, supporter experience principles, and in compliance with relevant regulations and service level agreements.
- > Plan and manage the monthly team workload, considering annual cycles, giving time for development and input into special projects. Responsible for the team weekly rota ensuring sufficient capacity for service delivery, especially during times of planned absence.
- > Support with team recruitment as needed and manage the onboarding and training of all new Supporter Care Team members.
- > In conjunction with Supporter Care Manager, train and update the Supporter Care Officers on changes to relevant legislation, guidance, and best practice.

### 2. Complaints, Safeguarding and Vulnerability Management

- > Initial point of escalation for the Supporter Care Officers responding to and investigating complaints.
- > Liaise with internal and external stakeholders to ensure officers have the information they need to effectively respond to and resolve complaints, within the agreed service level agreements.
- > Triage and escalate serious complaints, media enquiries and emerging trends to the Supporter Care Manager.
- > Initial contact point for internal and external stakeholders seeking guidance and advice for handling fundraising complaints.
- > Initial contact point for Supporter Care Officers dealing with safeguarding and vulnerability concerns
- > Lead the team on undertaking supporter welfare checks and vulnerability assessments, escalating concerns as needed.

### 3. Continual Improvement

- > Contribute to the supporter care annual and rolling reviews of policies, procedures, and practices.
- > Responsible for delivering ongoing review and updates of all standard response templates and internal briefing materials used by the Supporter Care Team for supporter responses.
- > Working closely with the wider quality assurance network, contribute to the continual improvement cycle of the Marketing, Fundraising and Communications directorate, ensuring that fundraising teams have the feedback needed to appropriately monitor their campaigns.
- > Working closely with the Supporter Experience team, champion new initiatives aimed at improving the supporter experience of our donors.

### 4. Stakeholder Reporting

- > Responsible for maintaining Supporter Care Team operational data reports used to analyse enquiries and complaint levels

- > Develop and build excellent working relationships and networks within other British Red Cross contact centres to help influence and shape best practice and deliver a consistent supporter experience.
- > Contribute to raising the internal profile of the Supporter Care Team's work, including showcasing the work of the team, giving feedback, and developing internal communications as required.

**5. Team Member**

- > Actively participates in all team meetings.
- > Supports other team members.
- > Work and behaves in accordance with all BRC policies and procedures.
- > Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous, and dynamic).

**Pre- engagement checks**

**Criminal Records**

**Type of criminal record checks required for this role**

<b>England and Wales - Disclosure and Baring Service Check (DBS)</b>
> None
<b>Scotland</b>
> None
<b>Northern Ireland</b>
> None

**Drivers Checks**

> Required: No
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Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)		
<b>Knowledge and Skills</b>	Essential	<ul style="list-style-type: none"> <li>&gt; Excellent literacy and written English, able to communicate and interpret and disseminate information effectively to a variety of different audiences and stakeholders.</li> <li>&gt; Strong interpersonal and relationship building skills, with demonstrable experience of providing team support and leadership.</li> <li>&gt; Understands principles of risk management and appropriate escalation procedures.</li> <li>&gt; Able to provide clear and constructive feedback to colleagues to improve the supporter experience.</li> <li>&gt; Excellent attention to detail to ensure compliance with all regulations, with regards to enquiry handling and data management.</li> <li>&gt; Able to work within and implement internal guidelines, particularly where there is a legal implication and to monitor colleagues' compliance.</li> <li>&gt; Highly organised and able to deliver assigned projects independently as well as manage time effectively to deliver competing priorities within agreed deadlines.</li> </ul>	S		A
	Desirable	<ul style="list-style-type: none"> <li>&gt; Numerate with the ability to analyse data and produce high quality reports for senior leadership.</li> <li>&gt; Working knowledge of the PCI standards, Gift Aid and BACS regulations, and our obligations under the Data Protection Act 2018 (GDPR and PECR)</li> <li>&gt; Knowledge of commercial or charity direct marketing strategies.</li> </ul>		I	A

<b>Experience</b>	Essential	<ul style="list-style-type: none"> <li>&gt; Significant experience working in a supporter care or customer service environment, preferably as part of fundraising teams. Experience of managing complaints received by phone, e-mail or in writing.</li> <li>&gt; Significant experience working with relational databases used to manage customer data, including processing of donations (preferably within fundraising)</li> <li>&gt; Good experience of working with telephone systems in an inbound and outbound contact setting.</li> <li>&gt; Experience of developing and improving compliant processes and procedures relating to data &amp; income management.</li> <li>&gt; Experience of gathering and presenting data for analysis.</li> <li>&gt; Good working knowledge of Microsoft Office,</li> </ul>	S		
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	Desirable	<ul style="list-style-type: none"> <li>&gt; Experience of working with telephony systems, like Mitel, with call flow management and managing agents within the platform.</li> <li>Project Management experience, preferably across teams or departments, and involving external parties.</li> <li>&gt; Demonstrable experience either as a team leader or providing senior support to a manager in a supporter care or customer service team environment.</li> </ul>	S	I	
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<b>Behaviours</b>	<p>&gt; <b>WORKING COLLABORATIVELY</b>  <b>Pro-actively builds collaborative relationships internally and externally</b>  &gt; Takes time to be curious, gets to know others and their perspective, formally and informally  &gt; Manages relationships and partnerships for the long term – sharing insights, building trust, constructively and openly tackling conflict in order to agree solutions  &gt; Helps others to understand the common ground</p>		S	I	
	<p>&gt; <b>COMMUNICATING AND INFLUENCING</b>  <b>Takes multiple steps to communicate and influence</b>  &gt; Uses appropriate communication tools and channels to deliver multiple messages to a range of stakeholders, clearly and effectively  &gt; Influences others using compelling, well thought through arguments to build support and engagement  &gt; Provides explanations, raise awareness of issues and send consistent messages in order to support progress</p>		S	I	
	<p>&gt; <b>LEADING AND ENGAGING</b>  <b>Builds team commitment and engagement</b>  &gt; Is approachable, empathetic and supportive, helping people to solve problems, address issues or adapt to change  &gt; Supports and motivates others and demonstrates fairness in order to achieve shared objectives</p>		S	I	
	<p>&gt; <b>DEVELOPING YOURSELF AND OTHERS</b>  <b>Develops skills and abilities for the long term</b>  &gt; Coaches, mentors, and develops others for the long term  &gt; Takes actions to address knowledge and skills gaps and ensure that people and teams have the skills and behaviours needed for good performance</p>		S	I	
<b>Additional requirements</b>	Essential	<p>&gt; Must be willing to work in a regulated environment with open and transparent systems which are subject to external scrutiny.</p> <p>&gt; Must ensure inclusive practice &amp; promote diversity.</p>		I	
	Desirable				

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.