

<b>Position title</b>	<b>Lead Generation Consultant</b>
<b>Division</b>	Consumer
<b>Department</b>	Consumer Connection
<b>Direct Reports</b>	No

### Our culture and values

We have a clear strategy and important work in place to become Australia's bank of choice.

Our values of **teamwork, integrity, performance, engagement, leadership** and **passion** are at the core of who we are and form the expectation of the behaviours we adopt every day.

We strive to have a culture that drives balanced outcomes; is open and informed for disciplined execution; that celebrates and recognises success; and where the sum is greater than its parts. To achieve this, we focus on four critical behaviours: **act commercially; move fast to help customers achieve their goals; recognise people for their impact; and actively challenge the status quo.**

Together, we're creating a culture we can continue to be proud of; one that will help us reach new heights.

### ROLE PROFILE

#### Your division, your team

In an increasingly 'virtual' world – where customers want to connect with us over the phone, through their mobile device, online or by email – it's Direct Customer Contact that continues to provide the 'human element' to these transactions.

In the Consumer Division we aim to deliver service excellence to our customers. We provide product and service solutions, to continue to deepen existing customer relationships and nurture new ones.

As a team, we support one another and lead by example. Our strong customer commitment is underpinned by our values and the expectations we have of each other.

#### The purpose of your role

The Lead Generation Consultant is the voice of our business across all direct to customer phone contact and digital interactions with our customers. The role connects customers with products and services, making their interaction with our business easy and seamless when and where suits them.

The Lead Generation Consultant is responsible for building a strong connection with our customers across multiple business areas via customer calling campaigns with the objective to grow current and future relationship with Bendigo and Adelaide Bank.

#### Your core relationships

Reporting and relationships

- Peer relationships with Lead Generation Consultants
- Reports to Team Leader
- Works across the Consumer division, branch staff, Business Banking and Access & Payment Systems.



### What you're accountable for

<b>Customer</b>	<ul style="list-style-type: none"><li>▪ Support the implementation of bank-wide customer acquisition and retention plans.</li><li>▪ Support outbound customer campaigns via proactive phone contact within acceptable timeframes, delivering service excellence for every customer.</li><li>▪ Follow quality guidelines to build rapport with customers. Demonstrate empathy and professionalism and reflect the bank's customer-connectedness.</li><li>▪ Listen to our customers' needs and present relevant tailored solutions.</li><li>▪ Guide each customer conversation utilising the Sales Management Framework.</li><li>▪ Actively promote our community point of difference.</li></ul>
<b>People</b>	<ul style="list-style-type: none"><li>▪ Care about the team and the people you work with.</li><li>▪ Always look for ways to improve the customer service you deliver.</li><li>▪ Proactively build your product, policy and procedural knowledge.</li><li>▪ Keep your knowledge and skills up-to-date through ongoing learning and development.</li><li>▪ Respond positively to quality and performance feedback.</li><li>▪ Participate in Consumer Divisions career progression and development opportunities.</li></ul>
<b>Process</b>	<ul style="list-style-type: none"><li>▪ Look for better ways to do things. Identify process improvements that make it easier for our customers to deal with us.</li><li>▪ Apply relevant policies and processes to ensure we are ready and available to respond to customers' needs.</li><li>▪ Strive to deliver quality work that's free of errors.</li></ul>
<b>Risk</b>	<ul style="list-style-type: none"><li>▪ Complete all mandatory training.</li><li>▪ Operate within personal approved limits at all times. Where required seek authorisation from the appropriate oversight body (e.g. Delegated Lending Authority).</li></ul>
<b>Financial</b>	<ul style="list-style-type: none"><li>▪ Identify relevant products and initiate referrals in order to achieve monthly campaigns targets, opportunity targets, LINX actions and contact rates.</li><li>▪ Monitor your performance against your Individual Measurement Plan. Seek feedback from the Team Leader and State Sales Manager during regular meetings.</li></ul>
<b>Values</b>	<ul style="list-style-type: none"><li>▪ Demonstrate behaviour that's consistent with the Bendigo and Adelaide Bank values (teamwork, integrity, performance, engagement, leadership and passion).</li><li>▪ Keep Consumer Connection's team expectations front of mind in everything you do.</li></ul>

### Your knowledge, skills and experience

<b>Knowledge &amp; skills</b>	Sound customer relationship skills Strong written and verbal communication skills Ability to proactively undertake needs-based conversations presenting relevant solutions Ability to multitask, while working in a high pressure environment Ability to use and operate multiple systems concurrently Ability to work independently and as part of a team problem solving skills
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	Understanding of consumer lending and insurance products and services preferred
<b>Relevant experience</b>	Strong customer relationship experience Experience in a fast-paced and rostered-based environment Previous experience in a role where conversational skills are a key focus WebChat/Livechat experience desirable.

### **Your qualifications and certifications**

FSRA Tier 2 Accreditation

### **Risk responsibility**

Ensure all work practices are conducted in accordance with all Bank compliance requirements, as specified in Bank policy, corporate and business unit procedures and identify and report instances of non-compliance to appropriately.

## CAPABILITY PROFILE

### Key people capabilities

<b>Communication</b>	<b>Results Focus</b>
<b>Customer Focus</b>	<b>Relationships</b>

### People capability profile

<b>Relationships</b> Builds and maintains productive relationships with trust and integrity. Works collaboratively and is open to the perspectives of others.	<b>Results Focus</b> Sets and manages relevant goals. Is mindful of and responds to the business environment. Asks for help and reviews for learning.	<b>Grow Self</b> Grows knowledge, is curious and proactively applies learning. Builds resilience and is mindful of impact on others.	<b>Role Expertise</b> Maintains role-specific standards and applies knowledge, skills and experience on-the-job.
<b>Intermediate</b>	<b>Intermediate</b>	<b>Foundational</b>	<b>Foundational</b>
<b>Communication</b> Effectively expresses thoughts, ideas and information. Actively listens and adapts communication style. Engages, influences and connects to our purpose to tell our story.	<b>Execution</b> Makes well-considered decisions, plans and delivers quality outcomes. Problem solves and acts with integrity. Holds self and others accountable.	<b>Grow Others</b> Develops others by sharing feedback, recognising and celebrating outcomes. Connects with others to guide, empower and inspire.	<b>Customer Focus</b> Identifies customer goals, makes relevant recommendations and takes appropriate timely action. Collaborates across the business to deliver best outcomes for the customer.
<b>Intermediate</b>	<b>Foundational</b>	<b>Foundational</b>	<b>Intermediate</b>
<b>Partnering</b> Acts with intent to build sustainable partnerships with customers, community and stakeholders to deliver shared value and achieve business outcomes.	<b>Innovation</b> Constructively challenges the status quo and offers alternatives. Seeks to improve ways of working and is open to new ideas and experiences.	<b>Future Ready</b> Exchanges and respectfully challenges perspectives and approaches. Anticipates, embraces and promotes change to achieve our vision for today and tomorrow.	<b>Commerciality</b> Applies understanding of finance, risk, people and customer for decision-making to deliver business sustainability. Takes appropriate risks and acts in the best interest of the Bank.
<b>Foundational</b>	<b>Foundational</b>	<b>Foundational</b>	<b>Foundational</b>

### Role motivators

<b>Achievement</b>	Gaining a sense of achievement, closure; seeing something through to completion; working towards attainable goals.
<b>Impact</b>	Directly contributing to the success of the organisation, knowing work directly affects productivity and profit.
<b>Recognition</b>	Being officially acknowledged, receiving praise for work well done.