

## POSITION DESCRIPTION – TEAM LEADER

Position Title	Acquisition Direct Engagement Manager	Department	Engagement and Support
Location	Sydney	Direct/Indirect Reports	2
Reports to	Supporter Acquisition Manager	Date Revised	April 2018
Industrial Instrument	Non Award		
Job Grade	Job Grade 6		

### ■ Position Summary

You will lead and deliver a portfolio of integrated multi-channel and supporter-centric strategic initiatives focused on acquisition of “never” and lapsed donors through direct channels.

The role will be responsible for developing and implementing a sales strategy to deliver on supporter targets and growth in income through new supporter engagement (welcome and induction) involving multi-channel direct marketing, community engagement, above the line media and digital. The role will work across multiple income generating Red Cross products (including but not limited to regular giving, single giving, raffles, bequests, community fundraising, workplace giving, volunteers, first aid).

The role works across the Engagement & Support team, specifically MarComms, to effectively execute the plan i.e. briefing Marketing & Comms to play their roles.

### ■ Position Responsibilities

#### Key Responsibilities

- Lead the development of effective donor recruitment strategies and plans and be responsible for its implementation, delivery excellence and performance against agreed KPI's. Work closely with Customer Experience team to uncover actionable insights that can guide this strategy.
- Contribute at a high level to the development of the Supporter Acquisition budget and KPIs
- Budget management across area including forecasting, financial reconciliation processes and monthly/annual reporting
- Ensure that simple, accurate and comprehensible performance reporting is provided for each campaign and investment, as well as against agreed metrics and KPIs (eg sign up rate, average gift, weekly and monthly volumes of new donors, and attrition rates)
- Analysis of acquisition campaign performance including channel metrics to ensure continual optimisation and improvement of acquisition tactics
- Work across a variety of acquisition channels for new supporters, including but not limited to telemarketing, direct mail, media-led lead generation and emerging channels
- Work across a variety of acquisition programs including but not limited to single giving, raffles, community and Peer to Peer, Workplace Giving, First Aid, Volunteering
- In-house resource management to optimise quality (tenure, engagement/growth potential) and CPA of donors acquired
- Implement a program of testing across all fundraising initiatives, seeking to ensure incremental value is added as learnings are garnered from each campaign investment
- Responsible for product design and positioning to attract supporters, to fully meet supporter needs and preferences and therefore optimise tenure and lifetime value

- Researching and recommending pricing options for new products
- Ensure communications are coordinated, integrated and timely and that all activities are facilitating long term return on investment and maximising supporter conversion and retention
- Ensure that best practice techniques, strategies and investment are utilised not only to maximise income, but also to ensure an integrated communication and contact strategy
- Brief MarComms, leveraging Insights, to develop communications and messaging that is relevant, inspiring and targeted for different groups of potential supporters, including recruitment, welcome, on-boarding, thanking
- Work closely with teams across Engagement and Support to maximise acquisition opportunities and excellence in customer experience
- Work with the Retention team and Head of Customer Experience to ensure cross-marketing opportunities between supporter segments are offered as appropriate to supporter journeys
- Brief the Customer Experience and Insights teams to deliver ongoing supporter surveys and research to build supporter insights to optimise acquisition activity
- Be pro-active in undertaking regular competitor reviews, in contributing to product development and innovation, and in attending fundraising networking groups
- Coach, mentor, develop and support team
- Undertake all activities in line with best practice standards and processes as set out by legislation, Fundraising Institute of Australia and other regulatory bodies
- Keep abreast of all developments in direct marketing fundraising legislation and regulatory control

## ■ Position Selection Criteria

### Technical Competencies

- Proven skills in developing and implementing evidence based consumer acquisition strategies that deliver financial and non-financial targets.
- Strong Direct Marketing techniques using multiple channels.
- Excellent communication, collaboration and presentation skills
- Experience in managing programs, campaigns or products with a track record of reaching targets.
- Proven budget management skills
- Experience in leading a team
- Demonstrated ability to influence internally and externally at all levels
- Demonstrated analytical, problem solving and decision making abilities
- Curious mindset that analyses market and global trends with a courageous approach to innovation
- Relationship building experience and respectful ways of working with colleagues across the organization
- Role models excellent behaviours and fosters accountability, passion and trust in team.
- Expertise across Word, Excel and other relevant software programs
- A commitment to the Fundamental Principles of Red Cross

### Qualifications/Licenses

- Relevant tertiary qualifications

### Behavioural Capabilities

- **Personal effectiveness | Solving problems |** Demonstrated ability to use data, knowledge and experience to identify problems potentially impacting teams or programs and proactively develop and implement effective solutions.
- **Team effectiveness | Managing performance |** Demonstrated capability to take ownership of work and use initiative to deliver results. Ability to set performance standards for teams and provide coaching and feedback to ensure standards are met.
- **Team effectiveness | Managing change |** Demonstrated capability to lead, support and manage change within teams. Understanding the impact on the team and taking ownership for implementation of change.
- **Team effectiveness | Communicating |** Demonstrated capability to communicate clearly and concisely ensuring messages are understood by all within the team using a range of communication techniques. Ability to express ideas clearly, listen effectively and provide feedback constructively.
- **Organisational effectiveness | Thinking strategically |** Demonstrated understanding of key drivers of success within teams to enable achievement of organisational goals. Ability to think and plan goals in the long term as well as the present.
- **Organisational effectiveness | Innovating and improving |** Demonstrated capability to lead continuous improvement activities and encourage team members to identify ineffective processes and contribute to new ideas and ways of working.

## ■ General Conditions

All Red Cross staff and volunteers are required to:

- Adhere to the 7 fundamental principles of Red Cross:  
**Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality**
- Act at all times in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct
- Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Comply with the Work Health and Safety management system
- Undertake a police check prior to commencement and every 3 years thereafter. Police check renewals may be required earlier than 3 years in order to comply with specific contractual or legislative requirements
- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements
- Assist the organisation on occasion, in times of national, state or local emergencies or major disasters