

## POSITION DESCRIPTION – TEAM MEMBER

|                       |                                                       |                         |                        |
|-----------------------|-------------------------------------------------------|-------------------------|------------------------|
| Position Title        | Acquisition Direct Engagement Executive (2 FTE ROLES) | Department              | Engagement and Support |
| Location              | Sydney                                                | Direct/Indirect Reports | 0                      |
| Reports to            | Acquisition Direct Engagement Manager                 | Date Revised            | April 2018             |
| Industrial Instrument | Choose an item.                                       |                         |                        |
| Job Grade             | Job Grade 5                                           |                         |                        |

### ■ Position Summary

Working closely and with direction from the Acquisition Direct Engagement Manager, you will 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 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, 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

- 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)
- Work with Supporter Acquisition Manager to 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
- Collaborate with Supporter Services to ensure efficient gift processing
- Implement ongoing supporter surveys and research to build supporter insights to optimise acquisition activity
- Undertaking regular competitor reviews, in contributing to product development and innovation and in attending fundraising networking groups
- Undertake all activities in line with best practice standards and processes as set out by legislation, Fundraising Institute Australia and other regulatory bodies

## ■ Position Selection Criteria

### Technical Competencies

- Understanding of evidence based consumer acquisition strategies that deliver financial and non-financial targets.
- Understanding of Direct Marketing techniques using multiple channels.
- Solid communication, collaboration and presentation skills
- Good project management skills
- Demonstrated ability to influence internally at a variety of levels
- Demonstrated analytical, problem solving and decision making abilities
- Curious mindset that analyses market and global trends with a courageous approach to innovation
- 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 | Achieve results** | Demonstrated ability to manage work and achieve the results committed to. Ability to evaluate progress and make adjustments needed to achieve goals. Accept responsibility for mistakes and learn from them.
- **Personal effectiveness | Managing my behaviours** | Demonstrated track record in managing emotions and behaviours and understanding their impact on others. Ability to self-monitor and make improvements to manage own performance.
- **Team effectiveness | Collaborating** | Demonstrated capability to work with others to reach common goals, sharing information, supporting and building positive and constructive relationships.
- **Team effectiveness | Managing performance** | Demonstrated capability to take ownership of work and use initiative to deliver results. Accountable for own performance and ability to set clearly defined objectives for achievement.
- **Organisational effectiveness | Thinking strategically** | Demonstrated understanding of how an individual's role and work contributes to achieving organisational goals. Ability to think ahead and plan accordingly.

## ■ 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