

POSITION DESCRIPTION – TEAM MEMBER

Position Title	Customer Care Specialist	Department	Customer Care Team
Location	Villiers St, North Melbourne	Direct/Indirect Reports	
Reports to	Customer Care Manager	Date Revised	August 2018
Industrial Instrument	Clerks Private Sector		
Job Grade	Job Grade 3		

■ Position Level Descriptor

An individual at the Team Member level is accountable for their own performance and contributes to team performance. People at the Team Member level do not have any people reporting to them on a day to day basis.

■ Position Summary

Australian Red Cross has in excess of 1 million supporters in an average year and supporters approximately 30K active volunteers across Australia. The Supporter Services Centre supports the processing of approximately 5000 community fundraising individual and groups, over 100K donations, 20k members, 180K calls, 85K emails and 30K first aid course bookings.

The Supporters Services Centre are the front line to Red Cross and are our brand ambassadors, supporting our mission by creating memorable experiences for our customers. The Engagement Consultant role will consistently deliver incredible, immersive and exciting experiences to all of our current and future supporters.

They will play an integral part in engaging, converting, growing and retaining our valuable supporter base across several cohorts.

Key to this role will be your ability to provide a professional and empathetic approach when engaging and acquiring the customer to ensure not only customer satisfaction is met, but also Red Cross is meeting our customer's expectations when joining our organization. Some additional outbound calling may be required based on monthly volumes of leads, which may include other cohorts of the Red Cross client base.

This role must achieve monthly individual supporter experience, acquisition and retention targets through all inbound/outbound channels. They are required to achieve KPI's in areas such as supporter delight, upsell/cross sell of other Red Cross products of both a financial and non-financial nature and Trust & Respect.

This role must support Disaster appeals when and if activated.

■ Position Responsibilities

Key Responsibilities

- To provide exceptional customer service to all internal and external customers.
- Responsible for retaining and reactivating supporters throughout the customer lifecycle via inbound/outbound channels.
- Achieve customer service, acquisition and retention targets; ensuring all work is undertaken to within agreed SLA's (Service Level Agreements) and KPI's (Key Performance Indicators).
- Provide exceptional support to all First Aid customers through a timely and accurate processing of all First Aid course support, enrolments and products.
- Support all customer facing activities including but not limited to community fundraising and work place giving, enquiries, complaints, supporting the overall process.
- Ensure all outbound acquisition strategies are met for all ongoing campaign work to better engage customers.
- Provide insights into customer interactions both positive and negative to then share with the business to help everyone understand our customers better.
- Educate and excite supporters by answering their questions and providing a tailored experience based upon their interests and needs.
- Ensure that positive communication are established with Red Cross supporters, to enable you to maintain and develop effective relationships and assist in the development and implementation of cross sell / up sell strategies within Supporter Services Centre.
- Ensure all communications, including emails, queries, social media, complaints and inter-departmental communications receive an exceptional customer experience response.
- When scheduled into the operating workflow system, answer all interactions in a timely manner. Ensure agent productivity, grade of service and average handling time for interactions are maintained and is measured against team performance and does not fall below these adherence targets.
- Engage effectively with partners across Engagement & Support, and other teams across Red Cross.
- Maintains deep technical knowledge of product areas and provides insight into customer usage and needs
- Enable regular, accurate and timely reporting as requested.
- The role will need to undertake additional work as required and respond to organisation priorities such as disaster response – which may require additional duties outside of usual working hours.

■ Position Selection Criteria

Technical Competencies

- Commitment to customer service with good communications skills and engagement ability.
- Proven track record in a sales/target-driven, fundraising or call centre environment.
- Strong team orientation and commitment to supporting broader team and organisational goals.
- Sales or Marketing background to assist in the development and implementation of cross-sell/ up-sell, retention and reactivation strategies within the Supporter Services Centre.
- Highly numerate, with experience in financial spreadsheets and financial reconciliations highly regarded

- Experience and/or ability to follow and implement organisational policies and contractual requirements relevant to the sector.
- Highly developed organisational and time management skills.
- Superior interpersonal skills including ability to interact and engage with people from a wide range of backgrounds.
- Proficient in Database management, Microsoft Excel and Outlook.
- Experience with Social Media platforms is a plus.

Qualifications/Licenses

- Relevant tertiary qualifications, skills and / or experience in customer service.

Behavioral 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 | Solving problems |** Demonstrated ability to identify situations or issues, consider options and develop solutions. Ability to communicate any problems, implement solutions and monitor appropriate actions.
- **Personal effectiveness | Being culturally competent |** Demonstrated understanding and appreciation of cultural differences and diversity in the workplace. Always displaying respect and courtesy to others and acknowledges cultural heritages and varying perspectives of team members.
- **Organisational effectiveness | Innovating and improving |** Demonstrated ability to identify and raise issues regarding ineffective work processes and take initiative to make improvements.
- **Organisational effectiveness | Managing risk |** Demonstrated ability to work within guidelines, policies and procedures. Awareness of risks involved in an individual's role and works toward minimising their impact.

■ Position Selection Criteria

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 Code of Conduct 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