

POSITION DESCRIPTION – TEAM MEMBER

Position Title	Loyalty Executive	Department	Engagement and Support
Location	Sydney	Direct/Indirect Reports	0
Reports to	Loyalty Manager	Date Revised	July 2017
Industrial Instrument	N/A		
Job Grade	Job Grade 5		

■ 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

Red Cross has an exciting position available in the Loyalty Team, located in Sydney.

The Loyalty Team is responsible for raising millions of dollars in support of Red Cross's work here in Australia, as well as increasing the loyalty and lifetime value of existing supporters of Red Cross.

This role will support the Loyalty Manager to execute a brand new supporter loyalty strategy. The role will also be responsible for managing the highly successful reactivation program, as well as the supporter newsletter and raffle appeals.

This role is a highly collaborative role that works across Fundraising, Communications, Supporter Services, Data and Insights to develop inspiring and engaging content as well as targeted segmentation models to deliver the best return on investment for Red Cross.

You will join an experienced team who are extremely passionate about making a difference.

■ Position Responsibilities

Key Responsibilities

Coordinating with Agencies

- Monitor and report on reactivation telemarketing results against KPIs.
- Clearly communicate and manage key messages with telemarketing agencies and provide updates during disaster appeals.
- Enhance new and existing agency relationships through agency engagement and collaboration.
- Manage agencies to work within Red Cross policies and within relevant legislation.

Internal and external Customer Service

- Ensure Red Cross departments are equipped and briefed on Loyalty and Raffle activities and campaigns.
- Develop and manage a complaints management process for both Red Cross and external agencies.

- Clearly communicate and manage key messages and fact sheets with internal stakeholders for the program.
- Work with the Supporter Services Centre to increase the volume of donors retained through the 'Saves' program.
- Work collaboratively with the Supporter Services Centre to use the insights gathered from speaking with supporters to optimise fundraising campaigns.
- Manage and monitor call recordings for both Reactivation and Raffle.

Direct Marketing

- Assist the Loyalty Manager to create content for the new Regular Giving loyalty communications, including the development of print, email, video and social content.
- Manage the development and production of the quarterly supporter newsletter to increase the loyalty of Red Cross's donors.
- Manage the direct mail component of the raffle appeals. Liaise with Data Insights team to undertake demographic profiling and targeting to maximise response rates for direct mail appeals.

Training

In conjunction with the Loyalty Manager:

- Provide regular, engaging and interactive training sessions for agencies, internal teams and fundraisers.
- Develop compelling scripts to be used by external agencies and internal teams in order to retain donors and raise more money for Red Cross's work here in Australia and in other parts of the world.

Administration, reporting and process:

- Monitor and report to the Loyalty Manager regarding emerging techniques, technologies and industry best practice for Regular Giving.
- Monitor Regular Giving program performance against KPI's
- Monitor income and expenses against budget, and document variances as required.
- Streamline and document processes to ensure efficient and effective work.
- Ensure compliance to Red Cross policies, procedures and brand for Regular Giving fundraising activities and materials.
- Apply lifetime value, ROI and other financial and non-financial metrics when implementing strategies.
- Undertake additional work as required, and respond to organisational priorities such as disaster response - which may require additional duties outside of usual working hours.
- Work with designated mailing house to manage the production of the Supporter Newsletter.
- Work with creative agencies to produce new content for the loyalty journey. Work with Raffle provider to execute multi-channel raffle appeals.

■ Position Selection Criteria

Technical Competencies

- Experience with managing external agencies and building good relationships with internal teams.
- Knowledge and experience in relation to Telemarketing fundraising channel and Regular Giving.
- Well developed communications skills and ability to adapt for different audiences; both written and verbal.
- Able to multitask, problem solve and meet regular deadlines in an extremely fast paced environment.
- Experience in presenting to and training people.
- Proficiency in MS Office or similar software and experience using databases.

Qualifications/Licenses

- Relevant tertiary qualifications, skills and / or experience in fundraising or marketing.
- A Working with Children check is a mandatory requirement for this role, Red Cross to organise.

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 | 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.
- **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.

■ 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 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