

POSITION DESCRIPTION – TEAM LEADER

Position Title	Programs Manager	Department	Engagement and Support
Location	Sydney	Direct/Indirect Reports	1 to 2
Reports to	Head of Fundraising Products	Date Revised	Aug 2019
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 7	Job Evaluation No:	ES-FUND-03

■ Position Level Descriptor

An individual at the Team Leader level is a front line Manager or Supervisor who has a team of people reporting to them. The team generally has a single disciplinary focus. An individual at the Team Leader level typically reports to a Manager.

■ Position Summary

The role will be responsible for budget and strategy development to deliver income growth across a range of supporter engagement products, campaigns and projects aimed at driving acquisition, retention, reactivation and loyalty. This role will have accountability for the program lifecycle and for a significant revenue and expenditure budget.

You will lead the team of Experience Delivery Leads (in squad) to ensure successful delivery of the engagement and income growth objectives of your program portfolio. As subject matter expert across donor engagement, fundraising, acquisition, retention, reactivation and loyalty, you will brief the programs strategy into the squad and coach and manage the Experience Delivery Lead team to ensure outcomes are delivered as part of the shared goals of their cross-functional agile squad.

The role will work across multiple income generating Red Cross programs including but not limited to regular giving, single giving, raffles, bequests, disaster donors and community fundraising.

The role works outside the agile squads as part of the fundraising leadership team. You will work in close collaboration with the Offline Channel Manager, Mar-Coms Managers, Customer Experience and Data Science teams and be accountable for development of the strategy, concept building and lifecycle management phases as it relates to your program portfolio, in agile working methodology.

■ Position Responsibilities

Key Responsibilities

Strategic and Financial

- Develop, monitor and manage the budget for your program portfolio in line with objectives and KPIs reporting to the Head of Fundraising Products
- Budget management across program portfolio including forecasting, financial reconciliation processes and monthly/annual reporting
- Management and development of your portfolio including accountability for product and program lifecycle decisions and recommendations as it relates to ongoing development, exit and replacement strategy and the introduction of new products.

- In collaboration with the Marketing Manager, Specialist Managers and CX, you are responsible for the budget, strategy and concept development phase across your program portfolio including development of detailed agile tools to inform your team and their squad; the discovery canvas, opportunity canvas and high-level concept documents.
- In collaboration with key stakeholders (CX, Marketing Leads and Data Science teams) build a data-driven audience segmentation and targeting strategy that's supporter-centric and based on relevant customer insights and market analysis to support delivery of program objectives
- Engagement of the channel managers and specialists to build insights based data driven multi-channel strategies to support delivery of all revenue generating products, campaigns and projects across your program portfolio.
- Creation of the business plans and budget development for all products, campaigns and projects to underpin delivery of engagement and revenue objectives across your program portfolio
- Briefing of the Experience Delivery Lead team and their relevant agile squad regarding strategy, budget, objectives and critical outcomes required across your program portfolio.
- Monitoring of monthly key metrics, KPIs, income and expenditure across the program portfolio, making sure information is accurate and reconciled to the budget targets to inform monthly forecasting and finance meetings
- Ongoing review and reporting of all program results submitted from the Experience Delivery team, the Squad and Channel Specialists to ensure continual optimisation of products, campaigns and projects, incorporating key learnings into strategic planning (lifecycle management)
- Delivery of acquisition, reactivation, retention and loyalty volumes, gross and net income targets as per annual budgets
- For your program portfolio develop supporter journeys for all audiences that build the supporter's understanding of our work, are supporter led and inspire them to remain loyal and increase their value

People

- Lead and manage the Experience Delivery Lead team in line with strategy ensuring program objectives and critical outcomes are achieved as part of the shared goals of their cross-functional agile squad
- Coach, mentor and support the team of Experience Delivery Leads including supporting their development in subject matter expertise across donor engagement, fundraising, acquisition, retention, reactivation and loyalty.

Other

- Conduct horizon scanning including research and monitoring of competitor environment and activities to deliver excellent supporter experience and identify long and short term opportunities
- Ensure fundraising activities comply with the relevant fundraising legislation and licenses in each State and Territory and the Privacy Act.

• Position Selection Criteria

Technical Competencies

- Strong management and leadership experience as well as demonstrated strategic thinking – including the ability to motivate, lead, set objectives and manage performance of a team
- Experience in facilitating and leading change management within teams where unknowns exist.
- Proven skills in developing and implementing evidence based consumer donor acquisition, reactivation, retention and growth strategies that deliver financial and non-financial targets.

- A proven direct marketing leader with a robust knowledge of the full marketing mix across all channels
- Excellent communication, collaboration and presentation skills
- Experience in managing programs, campaigns or products with a track record of reaching targets.
- Ability to negotiate with and influence key stakeholders.
- Significant experience leading teams, setting and managing large income and expenditure budgets.
- 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

Behavioural Capabilities

- **Personal effectiveness | Achieve results |** Demonstrated ability to coach and support teams to achieve the results committed to. Accepts responsibility for ensuring team goals are achieved. Ability to manage changing circumstances and potential challenges.
- **Team effectiveness | Managing performance |** Demonstrated capability to take ownership of work and use initiative to deliver results. Ability to set performance standards for self and 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.

■ 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 5 years thereafter. Police check renewals may be required earlier than 5 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