

POSITION DESCRIPTION – TEAM MEMBER

Position Title	Experience Delivery Lead	Department	Engagement and Support
Location	Sydney or Melbourne	Direct/Indirect Reports	0
Reports to	Program Manager	Date Revised	Aug 2019
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 5	Job Evaluation No:	ES-FUND-04

■ 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

The Experience Delivery Lead is a member of one of the Engagement and Support Fundraising team and works in a squad as a fundraising lead. You will work together with your squad on achieving the shared goals across a range of products, campaigns and projects. This role will support the rollout of agile for Engagement & Support as we adopt this new way of working so we can optimise across all areas of our portfolio.

The four squads consist of squad members with the skills and capabilities required to work autonomously on multiple products to deliver defined strategies. In particular, you will be responsible for the implementation of the supporter touchpoints within revenue generating programs as outlined by the Program Manager in the Program Strategy.

As a permanent member of the squad, you will be the central co-ordination point for channel specialists engaging with new and existing supporters for the products and projects within the squad's remit. In addition, you will ensure supporters feel appropriately thanked, supported and acknowledged through their engagement with Red Cross.

Reporting in to the Program Manager, you will represent them within the squad you are assigned.

■ Position Responsibilities

Key Responsibilities

- Deliver and optimise the donor journey across allocated programs to support revenue and engagement goals
- KPI reporting against program and product strategies and budget targets.
- Work with channel specialists and comms team on the execution of all touchpoints to ensure we meet supporter needs and that they feel appropriately thanked and appreciated.
- Liaise with Transactions team in our finance directorate to set up financial processing for our products/programs/campaigns.
- Cost management for income generating products within your Program Manager's accountability.

- Work with the Data Science team on activity code management for the products/programs/campaigns within squad to enable reporting to KPIs.
- Manage the holistic data brief for products/programs/campaigns in the squad including audience targeting for income generating products with channel specialists and Program Manager.
- Engage legal and compliance for products/programs/campaigns to ensure all initiatives meet regulatory requirements and standards.
- Work with business to ensure right processes, operational mechanisms and people are in place to support delivery of customer and program outcomes (eg. community fundraising outcomes require a different process to upgrade activations)

■ Position Selection Criteria

Technical Competencies

- A demonstrable ability to work as part of a team with multiple priorities and projects at any one time
- 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

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 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