

POSITION DESCRIPTION – TEAM MEMBER

Position Title	Customer Care Specialist	Department	Victorian Emergency Services
Location	Villiers St, North Melbourne	Direct/Indirect Reports	Nil
Reports to	Team Leader - CASI	Date Revised	July 2020
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 3	Job Evaluation No:	HRC0019005

■ Position Summary

Situated in the Emergency Services team in Victoria, the COVID Community Connection Program will be responsible for the ongoing support of people and processes in the successful delivery of the COVID-19 Community Activation and Social Isolation Initiative (CASI) for Red Cross in Victoria. This initiative is providing a vital humanitarian response through a virtual call centre to support the emotional and social needs of vulnerable Victorians because of the COVID-19 Pandemic.

Key to this role will be your ability to provide a professional and empathetic approach when engaging and acquiring the clients to ensure not only customer satisfaction is met, but also Red Cross is meeting our customer's expectations when joining our organization.

■ 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 clients through a timely and accurate processing of all CASI client interactions
- 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 clients, to enable you to maintain and develop effective relationships and assist in the development and implementation of cross sell / up sell strategies within ES CASI team
- 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.

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.
- **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 | Focussing on clients** | Proven track record in providing high quality service to internal and external clients and stakeholders. Actively seek and respond to client feedback in a constructive manner.

- **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.

■ 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