

POSITION DESCRIPTION – TEAM LEADER

Position Title	Offline Channel Manager	Department	Engagement and Support
Location	Sydney	Direct/Indirect Reports	5
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-02

■ 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

Leading a team of Offline Channel Specialists, you will develop and deliver the overarching integrated offline channel strategy to support engagement and deliver budgeted income targets and growth across a broad program portfolio of income generating products, campaigns and projects.

You will develop a high performing team of subject matter channel experts and with your knowledge of global and market trends will provide the vision for how Red Cross utilises offline channels to grow new audiences, retain and build a loyal base of supporters and deliver income growth. Through horizon, scanning you will look at new offline channel opportunities and ensure continued optimisation across existing channels.

You will work with other members of the fundraising leadership, CX, mar-coms and data science teams on strategy and concept development. You will play a critical role in informing the development and ongoing management of key offline channel partners. You will support the channel specialists in building robust cost competitive contracts for channel partners to ensure delivery of engagement and income objectives across all programs. You will support the Engagement and Support Directorate to ensure all fundraising programs are compliant by collaborating closely with support functions particularly legal to ensure appropriate processes, monitoring and safe guards are in place.

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

The role works alongside/into the agile squads as part of the fundraising leadership team. You will work in close collaboration with Program Managers, Mar-Coms Managers, Customer Experience and Data Science teams to support the strategy development and concept build for offline channels, as it relates to agile working methodology.

■ Position Responsibilities

Key Responsibilities

- Lead the strategic thinking and provide highly specialised advisory expertise across a variety of offline channels to drive engagement of new and existing supporters, including but not limited to telemarketing, direct mail, face to face and emerging channels.
- Develop and deliver the overarching integrated offline channel strategy to support engagement and deliver budgeted income growth across a broad program portfolio of income generating products, campaigns and projects.
- Develop, coach a high performing team of subject matter channel experts
- Using your knowledge of global and market trends build the vision for how Red Cross utilises offline channels to grow new audiences, retain and build a loyal base of supporters and deliver income growth.
- Horizon scanning to inform new offline channel opportunities and ensure ongoing optimisation across existing channels
- Coach, mentor and support the channel specialists including supporting their development in subject matter expertise across multiple channels, donor engagement, fundraising, acquisition, retention, reactivation and loyalty.
- In collaboration with the Program Manager, Marketing Lead, Specialist Managers and CX, you are responsible for channel strategy input to the discovery and opportunity canvas and other high-level concept documents that inform the squad workflow.
- Monitoring of monthly key metrics, KPIs, income and expenditure across the offline channel portfolio
- Delivery of acquisition, reactivation, retention and loyalty volumes, gross and net income targets as per offline channel plans
- Develop effective acquisition and loyalty engagement strategies and plans for your offline channel portfolio
- Ensure that good stewardship and donor delight are at the forefront of everything that we do and our donor journeys maximise lifetime value of our supporters.

• **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.
- Demonstrable direct marketing experience working across a variety of offline channels to achieve direct results
- 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

- **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
- **Organisational effectiveness | Thinking strategically |** Demonstrated understanding of key drivers of success within teams to enable achievement of organisational goals. Ability to think and plan goals in the long term as well as the present.
- **Organisational effectiveness | Innovating and improving |** Demonstrated capability to lead continuous improvement activities and encourage team members to identify ineffective processes and contribute to new ideas and ways of working.

■ 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