

POSITION DESCRIPTION – TEAM MEMBER

Position Title	Channel Specialist	Department	Engagement and Support
Location	Sydney or Melbourne	Direct/Indirect Reports	0
Reports to	Offline Channel Manager	Date Revised	Aug 2019
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 5	Job Evaluation No:	ES-FUND-06

■ 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

Offline channels drive significant revenue and engagement for Australian Red Cross. These channels include Direct Mail, Telemarketing and Chatbot, Face-To-Face and Bequest. This role is responsible for developing the strategy determining how and when we use a specific channel to engage the public to support our work. This role will work across revenue generating campaigns, products and programs and will be a channel expert. You will work with Program Managers to drive acquisition of new audiences, reactivation of lapsed supporters and further engagement of the active supporter base via this channel by developing the channel strategy to meet the program goals. You will report in to the Offline Channel Manager along with other specialists.

As the channel specialist, you will:

- Optimise and evolve the channel to improve performance, deliver exceptional experiences for our audiences and ensure Red Cross can meet the changing needs of Australian consumers.
- Manage third party agencies and suppliers as appropriate including selection, reporting, assessment and contract negotiation.
- Participate within the Engagement and Support Agile squads when relevant for your channel
- Monitor and measure performance of the channel across different programs/products/campaigns
- Understand and articulate the value proposition of the channel for different consumer groups and revenue generating products
- Support the Program Manager to build budgets by providing expected expenditure and revenue targets for the channel and program.

■ Position Responsibilities

Key Responsibilities

- Work across a variety of programs included but not limited to regular giving, legacies, single giving, raffles, events, workplace giving and new products.

- Ensure that excellent execution and supporter delight are at the forefront of everything that we do.
- Collaborate closely with other channel specialists and the Agile squads to help Engagement and Support meet its cross department outcomes.
- Build a holistic strategy for channel engagement across the directorate and manage the delivery of the strategy.
- Negotiate contracts with suppliers.
- Feedback results to Program Manager and the Offline Line Channel manager for budgeting and monthly forecasting.
- Undertake regular competitor reviews and horizon scanning in relation to your channel.
- Work closely with the Experience Delivery Leads to submit data briefs to the Data Science team
- Build strong relationships with any relevant direct mail groups at the Fundraising Institute of Australia, ADMA and the not-for-profit sector.
- Work closely with the Compliance Specialist to ensure implementation of channel meets the various regulatory compliance requirements.
- Deliver channel expertise across programs and for different outcomes; to acquire, reactivate, engage existing supporters and to sincerely thank

■ Position Selection Criteria

Technical Competencies

- Understanding of specialist channel techniques to drive revenue and engagement
- Solid communication, collaboration and presentation skills
- Meticulous attention to detail
- Experience completing data brief and checking live proofs of assets
- Demonstrable experience personalising communications for difference audience groups
- Great agency relationship management skills
- Results-driven with a demonstrable knowledge of the metrics
- Experience building channel strategies
- 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

Qualifications/Licenses

- Relevant tertiary qualifications, skills and / or experience in fundraising or marketing.

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