



**POSITION TITLE:** Contact Centre Supporter Relations Specialist

**DEPARTMENT:** Administration Services

**DATE:** March 2018

**REPORTS TO:** Contact Centre Manager

**Organisational Vision:**

An inclusive world in which all persons with disabilities enjoy their human rights and achieve their full potential.

**Organisational Mission:**

CBM is an international Christian development organisation, committed to improving the quality of life of persons with disabilities in the poorest countries of the world.

**Purpose of Role:**

To receive, process and respond to CBM donor correspondence, whilst initiating and implementing corrective action as needed. Introducing product placement and first call resolution when necessary in order to ensure that an excellent standard of service and a high level of donor satisfaction is maintained.

To coordinate the handling of difficult /atypical requests as well as to provide professional written CBM messaging and prepare and provide donor service summary reports.

**Level of Direction or Supervision:**

Direct report to Contact Centre Inbound Lead with overall supervision by the Administrative Services Coordinator.

## Key Tasks and Priorities:

Key Areas of Responsibility	Key Tasks	Performance Indicators	Weighting Total = 100
Inbound Call Handling and Multi-Channel Feedback management	<ul style="list-style-type: none"> <li>• Identify sales opportunities within customer interaction</li> <li>• Meet sales KPI's</li> <li>• Handle all queries in accordance with first call resolution measures</li> <li>• Perform donor nurture calls</li> <li>• Processing credit card donations</li> <li>• Processing return letters</li> <li>• Incoming calls from supporters are answered promptly and courteously</li> <li>• Perform donor nurture calls as requested</li> <li>• All donor feedback is managed effectively, professionally and promptly</li> <li>• Create and maintain donor responses in accordance with CBM's messaging standards</li> <li>• Liaise with applicable internal stakeholders to progress investigations and responses through to a resolution and to enhance donor service offerings</li> </ul>	<ul style="list-style-type: none"> <li>• Cross selling and up-selling techniques used to further engage donors in the work of CBM</li> <li>• Meeting departmental KPI's</li> <li>• Drive the call to a successful outcome for the client.</li> <li>• Donor profile activity maintenance to be completed during the call</li> <li>• Accurate data entry for donations</li> <li>• Returns completed within KPI and in adherence to process documentation</li> <li>• All donor queries responded to in accordance to first call resolution KPI</li> <li>• Feedback responded to within departmental KPI's</li> <li>• Excellent retention of the organisations donor base which includes promoting the work of CBM to existing supporters</li> <li>• All donor correspondence adheres to</li> </ul>	80%

		<p>messaging standards &amp; procedures</p> <ul style="list-style-type: none"> <li>• Calls responded to within KPI's as documented in Contact Centre policies</li> </ul>	
Outbound Call Handling	<ul style="list-style-type: none"> <li>• To service targeted Outbound campaigns using effective sales skills and product knowledge</li> <li>• Consistent product placement within donor calls</li> <li>• Perform donor nurture calls as requested</li> </ul>	<ul style="list-style-type: none"> <li>• Calls made within set timeframes as documented in Contact Centre policies</li> <li>• Donors are familiar/educated with CBM products</li> <li>• Applicable campaign targets and KPI's achieved</li> </ul>	10%
Administration	<ul style="list-style-type: none"> <li>• Knowledge and understanding of mailing schedules, information and processes</li> <li>• Carrying out administration tasks associated with CRM database</li> <li>• Team participation and support</li> </ul>	<ul style="list-style-type: none"> <li>• Accurate and timely database maintenance</li> <li>• Regular attendance and participation at team meetings and briefings</li> <li>• Provide expert advice to AST and wider organisation where applicable</li> <li>• Performs other related duties as assigned by CC Inbound Lead</li> </ul>	5%
Reporting and Technology	<ul style="list-style-type: none"> <li>• Assist the CC Inbound Lead in the review and implementation of email management platform</li> <li>• Contributes to the monitoring and reviewing of internal processes to capitalise on business improvement opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Assists in the collection of system and industry standard information in order to monitor business trends, opportunities and technological advancements</li> <li>• Maintains detailed feedback reporting</li> </ul>	5%

	<ul style="list-style-type: none"> <li>• Contributes to reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Provides activity/statistical summary reports monthly and as required</li> </ul>	
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<b>SPECIFIC OUTCOMES REQUIRED</b>
Outbound call campaigns include CBM Australia product placement and associated sales elements applicable to the campaign.
Sales and departmental KPI's and turnaround times are met
Donors are valued through a combination of nurture techniques to promote positive donor reinforcement and CBM engagement promoted.
Donor feedback created and responded to professionally, efficiently, and in line with CBM messaging and departmental KPI's, specifically first call resolution
Professional written material successfully conveying CBM messaging is provided to all donors
Develop and maintain excellent relationship between CBM and its supporters
Thorough knowledge of the work of CBM
Effective and timely communication with supporters regarding queries and responses
Creation and maintenance of donor relations processes and reporting
Provide specialist donor customer service as well as identifying and understanding internal customer demands and servicing internally with excellent, efficient and courteous customer service.
Administration tasks carried out efficiently and accurately
Donations are processed accurately

<b>KEY COMPETENCIES OF ROLE</b>
Call centre sales skills. Has the ability to identify and introduce cross selling techniques to further engage the donor as well as drive and complete a donor call successfully.
An understanding and experience of verbal product placement within donor calls.
Strong first call resolution ability and critical thinking skills. Has the ability to navigate through a call and drive that call to a successful outcome.
Conflict resolution skills. Committed to finding an effective and peaceful resolution in line with organisation standards and culture that leaves the donor/client feeling heard and educated.
Excellent analytical ability. Has the ability to approach donor issues and problems by using a logical, systematic, sequential approach outlined by CBM Australia.

Strong verbal communication skills. Can speak clearly and can be easily understood across the phone or in person. Seeks out and builds relationships through conversations with donors. Has the ability to tailor the content of speech to the level and experience of the donor.
Strong listening skills, the ability listen actively and act upon verbal cues. Will take a personal interest in donors through calls by using the information retained from active listening.
Strong written communication ability for letter and email writing and reporting. Has the ability construct professional written material including reporting that is tailored to effectively reach the donor audience, signalling CBM messages well to the donor.
Ability to adhere to departmental standards and processes
Ability to work as part of a team and take appropriate initiative
Sound administration and organisational skills, including strong attention to detail
Ability to demonstrate and empathise with CBM core values and mission

Job Evaluation		
Factor	Level	Score
Responsibility and Accountability		
Judgement and Decision Making		
Interaction and Influence		
Knowledge and Application of Creative and Technical Skill		
TOTAL		
<b>Salary Grading</b>		

\*Factor Level definitions and Salary Grading information can be found on the CBM Intranet.

### Terms and Conditions

General terms and conditions of employment are as per the CBM Australia Enterprise Agreement 2009.

### Performance Planning and Review

Performance planning and reviews will be carried out every twelve months.

Signed  
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Contact Centre Manager

Date  
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Signed  
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Supporter Relations Specialist

Date .....