

POSITION TITLE: Supporter Relationships Team Lead

DEPARTMENT: Supporter Relationships Team

DATE: August 2020

REPORTS TO: Head of Business Performance

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 empowering people with disabilities in the poorest places on earth.

Department Objective:

By 2022, a more diverse and growing number Australians are inspired to join us in our mission.

Purpose of Role:

The role, set within a talented telemarketing team in CBM's own Contact Centre, provides the day-to-day operational management, peer-learning opportunities, process improvement for the Supporter Relationship team to ensure prioritisation of activities to meet individual and team targets. The role implements the Supporter Relationship Roadmap 2020-2022 and 18-month activity plan, prioritising the nurturing of existing donors to enable conversion and uplift of giving along with the acquisition of new donors to ensure growth. The role will lead by example, showing a willingness and a skill on the phones and in administration. They will use the systems and the fundraising and marketing collateral to ensure a strong and trusted engagement with the supporter. They will be accustomed to a supporter-first approach, with strong targets to ensure performance.

Level of Direction or Supervision:

As the team leader within Supporter Relationships, this position works in conjunction with the Head of Business Performance to boost the team, ensuring activities are undertaken with accuracy and skill to meet individual and team targets. The leader will ensure the team understands and adheres to both fundraising codes of conduct and legislation including privacy, and works to problem solve and improve immediate system, process and relational issues. The role ensures the "voice of supporter" is available and works in collaboration with other team members across the Public Engagement (PE) Department to ensure a cohesive approach to the telemarketing and inbound programs of work.

Key Working Relationships:

Head of Business Performance, PE Director and all PE teams, including volunteers. ICT and CRM teams, International Programs, Inclusive Development, Business Operations and CEO's departments.

Level of Direction or Supervision:

This is a team leadership role with direct supervision from the Head of Business Performance.

Key Tasks and Priorities:

Key Areas of Responsibility	Key Tasks	Performance Indicators	Weighting Total= 100
Day to day leadership	<ul style="list-style-type: none">• Day to day operational management provided to the Support Relationship team• Knowledge and understanding of mailing schedules, information and processes• Peer learning and development (Skills and training matrix)• Perform 1x Staff Reviews annually for all permanent inbound staff and monthly one on one's for all inbound staff including casuals/temps• Actively participate in all PIRs. Incorporate inbound team meetings every quarter to raise area of opportunities to improve the efficiency of daily tasks• Implementation and maintenance of process and procedures• Ensure feedback across all channels is responded to in line with CBM messaging and in a timely, efficient, and professional manner• Compliance Issue Identification	<ul style="list-style-type: none">• Supporter Relationship team are clear on focus areas and required outcomes• Any operational issues addressed in conjunction with Head of Business Performance• Any identified staffing issues referred to Head of Business Performance• Participate in development of staff KPI's• Ensure all administration is accurately and professionally delivered within established targets• All functions of the Supporter Relationship team have relevant procedural documentation which is reviewed annually• Professional verbal and written communication inclusive of CBM messaging is delivered.• OH&S issues escalated enabling effective management• Escalate all compliance issues as they arise including, but not limited to OH&S, PCI, Privacy, FIA, ACFID CoC.	75%
Technology and reporting	<ul style="list-style-type: none">• Assist Head of Business Performance in reviewing technology• Complete reporting as required by Head of Business Performance	<ul style="list-style-type: none">• Assist in highlighting requirements for ongoing maintenance of Contact Centre Management system• Reporting to be delivered accurately and on time.• Lead PIR efforts on Campaigns• Ensure Voice of Supporter reporting provided	15%

Activity Management	<ul style="list-style-type: none"> •Incoming calls are answered promptly and courteously •Supporter generated administration completed •Liaise with Data to ensure Outbound calls are present across all campaigns •Respond to donor enquiries/correspondence •Nurture supporter relationships by implementing ways to show CBM's appreciation of their giving 	<ul style="list-style-type: none"> • Teams achieve agreed upon phone targets • Positive supporter feedback, retention and support of CBM through accurate manual or online recording of donations, prayer and any other means of supporting CBM • Queries answered accurately, with correct and current facts. Phone queries answered by next working day • Arrears calls to be actioned within 2 days of being lapsed • Administration interactions to be attempted within 2 days of enquiry date • Inbound calls handled in accordance to set KPI's 	10%
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SPECIFIC OUTCOMES REQUIRED
Grow income from the portfolio in line with team and Departmental objectives.
Meet Supporter Relationship's overall strategies, sustainability targets and objectives. Collaborate with team members in delivery of agreed outcomes. Provide day to day operational management of Supporter Relationships, fostering a team culture of continuous improvement.
Provide team learning and development opportunities adding to the team performance culture.
Provide knowledge and experiences in contact centre platforms to ensure systems support optimal performance.
Foster excellent relationship between the Supporter Relationship Team and key CBM stakeholders.
Effective and timely communication with supporters regarding queries, responses to campaigns and information sent to them.
Provide feedback to Head of Business Performance regarding team issues and areas for improvement.
Create and maintain procedures for Supporter Relationship functions.
Daily team and individual KPI's are communicated and met.
Administration tasks carried out efficiently and accurately.
Provide excellent, efficient and strong customer service to both external and internal customers.
Monitoring of success drives future scripts, workflow and processes.
Strong process, compliance, administration and growth mindset.
Creativity and curiosity ensures strong input to roadmaps, processes and activities.

PERSONAL ATTRIBUTES, COMPETENCIES AND QUALIFICATIONS

At least 3 years proven leadership in Contact Centre environment with telemarketing and supporter retention experience.
Proven team learning, motivation and development skills and experience, knowledge of proven contact centre learning programs.
Creativity and curiosity ensures strong input to roadmaps, processes and activities.
A strong, data led and target orientated Contact Centre approach, which will resonate with CBM's supporters.
An understanding of the needs and interests of NFP supporters and conversion and relationship development approaches.
Monitoring of success drives future scripts, workflow and processes.
Conflict resolution skills. Committed to leading effective and peaceful resolution in line with organisation standards and culture that leaves the donor/client feeling heard and educated as well as educating others in this skill.
Strong listening and interpersonal 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.
Sound administration and organisational skills, including strong attention to detail and high level of accuracy.
Ability to work with and manage competing demands, including fundraising codes, privacy legislation while meeting KPIs targets.
Demonstrated ability to work autonomously and as part of team including other CBM departments.
Ability to obtain a strong understanding of CRM system.
A solution-focused approach to work.
Ability to adhere to, develop and maintain departmental standards and processes.
Continually upgrade understanding of Contact Centre and telemarketing principles to ensure CBM Australia is highly effective in reaching organisational goals.
Commitment to and ability to demonstrate and display CBM's values and behaviours.

JOB EVALUATION

Factor	Level	Score
Responsibility and Accountability	4	144
Judgement and Decision Making	4	72
Interaction and Influence	4	72
Knowledge and Application of Creative and Technical Skill	4	187
TOTAL		475
Salary Grading	Grade 6	

Signed

Head of Business Performance

Date: ____/____/2020

Signed

Contact Centre Team Lead

Date: ____/____/2020