

HR	<b>Success Profile</b>	
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Role	Supporter Experience Officer
Reports to	Supporter Experience Manager
Department	Fundraising Marketing and Communication
Manages / Supervises	N/A
Date revised	1 February 2019

### **PURPOSE OF THE JOB:**

The Supporter Experience Officer is the front line to Guide Dogs NSW/ACT and is our brand ambassador, supporting our mission by creating memorable experiences for our supporters.

The successful candidate plays an integral part in engaging, converting, growing and retaining our valuable supporter base through inbound/outbound calls and processing donations in a timely and secure manner and to ensure all fundraising targets are met and supporters receive the highest standard of customer care at all times.

### **KEY ACCOUNTABILITIES:**

Key Result Area	
Customer Service	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
To provide exceptional customer service	<ul style="list-style-type: none"> <li>• Retain supporters and increase the customer lifecycle via inbound/outbound channels.</li> <li>• Support all fundraising activities including but not limited to direct marketing, philanthropy, planned giving, community fundraising and regular giving, enquiries, complaints, and supporting the overall process.</li> <li>• Provision of an outstanding customer experience response in all communications; including emails, queries, complaints, and cross-team communications.</li> <li>• Educate and excite supporters by answering their queries promptly and providing a tailored experience based upon their interests and needs.</li> <li>• Provide insights into customer interactions both positive and negative and share it with the business to help the team to understand our supporters better.</li> <li>• Effective relationships are established through positive communications and interactions with supporters.</li> </ul>

Administration Support	JOB HOLDER IS SUCCESSFUL WHEN:
	<ul style="list-style-type: none"> <li>• Open mail, batch donations, process payments (online, mail, phone, merchandise) securely, accurately and in a timely manner.</li> <li>• General donation receipts are posted on the same day and personalised receipts (account-managed donors) are posted within a 24-hour time frame.</li> <li>• Unprocessed cash, appeals, decline &amp; queries, are attended to on a daily basis.</li> <li>• Communication preferences, request removal/approval, and deceased notifications are promptly processed.</li> <li>• The organisation's database is updated by confirming the caller's contact details (mobile number, postal address, email) at all times.</li> <li>• Workflow productivity, service level and average handling time for all interactions are maintained and is measured against team performance, and is continuous improving (where possible).</li> <li>• Handle cancellations and/or complaints regarding the regular giving program; if supporters do not meet recruitment criteria inform the regular giving team in a timely for reimbursement.</li> <li>• Process merchandise fulfilment in a timely manner.</li> </ul>

**NOTES:**

- Complete other tasks as required / directed.
- Participate in personal development opportunities.
- Keep informed on company procedures and policies.
- Conduct all activities in a manner consistent with the Workplace Behaviour.

**KNOWLEDGE AND EXPERIENCE REQUIRED TO BE SUCCESSFUL IN THE ROLE:**

Essential	Desirable
<ul style="list-style-type: none"> <li>• Proficient in using the CRM system and MS Office programs (particularly Excel and Outlook).</li> <li>• Strong interpersonal skills to establish and manage relationships with a variety of internal and external stakeholders.</li> <li>• Proven track record in sales/customer service and meeting targets in a fundraising environment.</li> <li>• Highly organised, dynamic, results-driven self-starter with great attention to detail.</li> <li>• Highly developed organisational and time management skills.</li> <li>• Numerate, with experience or ability to learn financial related tasks.</li> <li>• A team player who actively participates and shares responsibilities in a fast paced working environment.</li> </ul>	<ul style="list-style-type: none"> <li>• Target driven with the ability to proactive evaluate own progress and make adjustments needed to achieve goals.</li> <li>• Ability to identify issues, areas for improvement and take initiative to suggest solutions, take actions, and evaluate the changes.</li> </ul>

[Name]

[Sign]

[Date]

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