



POSITION DESCRIPTION

Position: Supporter Engagement Officer (FCD.51)
Reports To: Supporter Engagement Coordinator
Classification: Band C

CANCER COUNCIL VICTORIA

Every year, more than 35,500 Victorians will be diagnosed with cancer, and nearly 11,000 will die from cancer. The number of cases will increase as our population grows and ages. Survival will also improve as we get better at [early detection](#) and [treatment of cancer](#).

Since our establishment in 1936, [Cancer Council Victoria](#) has developed an international reputation for our innovative work in [cancer research](#), [prevention](#) and [support](#). As an independent, not-for-profit organisation, we play a leading role in reducing the impact of all cancers on all people.

Our people work and volunteer at Cancer Council Victoria to contribute to an organisation that makes a real difference in people's lives and is valued by the community we serve. In return we are proud to foster a culture that supports individuals to reach their full potential, in an environment that reflects our values of **Excellence, Integrity and Compassion**.

DIVISION AND BUSINESS UNIT SUMMARY

The **Fundraising and Communications Division (FCD)** is responsible for ensuring that Cancer Council maintains a visible, engaging presence in the community; and to inspire and activate support from Victorians.

Through a diverse revenue generation program, the Division works to ensure funds are raised to support the Cancer Council's work in line with the organisation's mission and values.

This is achieved through best-practice high volume direct marketing approaches; exceptional relationship management of high value supporters including Major Donors, Charitable Trusts and Bequestors; delivery of iconic fundraising events; and product sales and royalties through our retail arm.

The Division's ways of working enable our teams to move quickly, deliver ongoing value to our supporters and foster a culture of continuous improvement. We connect our cause and values to how we organise ourselves, and our work, to help supporters play their part in saving lives and reducing the impact of cancer.

The Supporter Insights and Innovation Unit is responsible for ensuring supporters are at the heart of everything we do. This unit is responsible for the Supporter (Customer) Experience, business insights and innovation, and our supporter care contact function. Constantly in dialogue with supporters and by collaborating across the Division, this unit drives innovation, insights and experience to grow fundraising across existing and new funding streams, supporters and channels.

POSITION SUMMARY

The Supporter Engagement Officer is to ensure outstanding customer service for Cancer Council's supporters and to provide administrative and campaign support. This position enables campaign objectives to be met.

The position involves a wide range of supporter enquiries relating to all of Cancer Council's fundraising programs through via phone, email, SMS and multiple social media platforms, providing an end to end service for each supporter.

RESPONSIBILITIES

Manage Supporter Relationships

- Central point for supporter queries and responsible for providing outstanding customer service to Cancer Council supporters
- Receive and action requests from supporters in a timely and efficient manner with a view to resolve enquiries at first point of contact
- Manage the end to end outcome of each inbound enquiry, engaging with relevant stakeholders i.e. Finance, to ensure all queries received are resolved in a timely manner (inbound channels include phone, SMS, email, and various social platforms)
- Meet KPIs set for abandoned call rates, average call handling times, rescue calls and upgrade calls
- Provide accurate information to supporters, including use of databases and campaign updates provided by fundraising teams
- Meet KPIs set for the delivery of outbound calling campaigns
- Work as part of a team to ensure inbound query coverage in peak periods.
- Manage database through daily input and monitoring of issue resolution and escalation and liaise with stakeholders to resolve technical difficulties
- Be diligent about data quality and undertake data quality projects as directed.
- Follow up complex supporter issues and complaints in a timely and effective manner
- Communicate with supporters who are grieving in a sensitive and professional manner
- Engage with supporters via social media channels responding to their questions/comments etc

Support Fundraising Campaigns

- Manage and maintain levels of campaign materials and operational procedures and processes
- Adopt a test-and-learn approach to all new campaign activity and report back learnings in real time
- Support general administrative tasks, including financial administrative activities, raising purchase orders, receipting of invoices and submit for payment as required
- Collaborate with Supporter Engagement Coordinators to develop and test campaign outbound scripts

- Proactively identify and suggest improvements to campaign scripts, processes and communication, based on qualitative feedback from supporters
- Support campaigns, by managing data and mail merges for mail outs
- Assist with the development of communication documents and correspondence

Such other duties as directed and consistent with an employee's level of skill, competence and training.

KEY SELECTION CRITERIA

Essential Criteria

Qualifications, Experience, Knowledge and Skills

- Diploma in a relevant field or demonstrated experience in a similar call centre or related role
- Exceptional customer service including excellent written and verbal communication skills
- Strong ability to work as part of a team and facilitate a supportive working environment with people from a variety of backgrounds
- Demonstrated ability to accurately update and maintain electronic records, including information repositories and databases
- Demonstrated problem-solving skills and attention to detail
- Strong organisational and time management skills, including the proven ability to meet deadlines
- High-level skills in MS Office, including Word, Excel and Access

Desirable Criteria

- Experience in a not-for-profit organisation

Special Requirements

- Non-smoker
- Right to work in Australia
- Satisfactory completion of National Police Check
- Ability to work outside business hours on occasion as required