

**Position Title:** Telefundraiser  
**Classification:** CPL EA – Schedule C – Level 1  
**Reports To:** Call Centre Manager

### About CPL

The Cerebral Palsy League (CPL) is a non-profit organisation that provides vital support and services to more than 8,000 children and adults with disabilities in Queensland and Northern NSW.

We give our clients the freedom of **choice**, the opportunity to chase their **passion** and the support to live the **life** they choose. CPL provides services every day, at every stage of life and have been doing so for over 65 years in thousands of homes, schools, communities and workplaces.

### Our Vision

An inclusive society for all people.

### Our Purpose

To provide services for people with physical disability so they can lead the life they choose.

### Our Difference

We have been working in your community for over 65 years. We have the expertise to deliver services to people of all ages with all levels of physical disability. We will work with you and your loved ones to maximise your independence so you can live the life you choose in your community.

### The CPL Way

**We are a business with a heart.** Our values of client focus, respect, inclusion, integrity, excellence and courage drive us to:

- Understand the person
- Give great service
- Work together
- Find better ways.

We embody The CPL Way in our daily work life by:

- Demonstrating **understand the person** by asking open questions, knowing other's strengths and how to use them, appreciating other's deliverables and stressors, reserving judgement and focusing on understanding.
- Demonstrating **give great service** by asking questions to clarify outcomes to be achieved and by providing options to achieve those outcomes. Identifying expected impacts of any change on internal and external clients and by focusing on how we make this happen safely and effectively.
- Demonstrating **work together** by actively seeking out information, respecting the stage of the process, looking for ways to help and enhance outcomes and understanding what others are trying to achieve.



- Demonstrating **find better ways** by talking through issues respectfully, involving clients in identifying issues and designing solutions, looking beyond the sector and Australia for solutions, challenging the status quo and making it easier for clients and staff.

### Position Purpose

To telephone members of the general public, establish personal credibility and promote the work of CPL and the Fundraising Department. Effectively generate sales of Art Union Tickets and similar products to meet agreed personal fundraising and associated targets.

To support continuous improvement in the business performance of Fundraising Department and effectively contribute towards achievement of the organisation's vision and purpose.

### Key Responsibilities

- Contacts members of the general public and effectively promotes the work of the organisation and its Marketing and Fundraising department and sells Art Union tickets and other products as required, to meet agreed personal targets and achieve departmental standards.
- Takes inbound enquiry calls and records information and actions the enquiry as directed.
- Records, as required, work activity and associated data to meet the reporting needs of the Call Centre Manager.
- Proactively contributes to the work and development of the Tele-Fundraising function, identifying potential improvements in efficiency, to ensure optimum individual and combined performance.
- Undertakes other responsibilities as required and directed by Call Centre Manager.

### Supplementary Responsibilities

- Embodies The CPL Way in daily work life (see first page).
- Proactively contributes to identifying personal training and development needs and the means to address those needs, to maintain up to date knowledge, skills and abilities which ensure ongoing competence to achieve the required outcomes of the position as it develops.
- Contributes effectively to the promotion of equal opportunity and non-discrimination in the workplace.
- Contributes effectively to the identification, removal and reduction of workplace hazards and risks to ensure a safe and healthy work environment.
- Contributes effectively to the achievement of continuous improvement through adherence to the Quality Management System in all areas within the influence of the position.

### Organisational Relationships

- Reports to the Call Centre Manager.
- Makes effective telephone sales presentations to members of the general public.
- Liaises with other telefundraisers and members of the Fundraising Team.

### Selection Criteria

Applicants must address the following criteria in writing to be considered for this position:

- Effective approach to organising work and the ability to accurately record activity with a commitment to achieving excellence.
- Effective presentation skills and the ability to influence and negotiate in order to achieve and meet targets.





- Demonstrated ability to maintain focus and high levels of personal motivation and drive when faced with short-term setbacks.
- Effective interpersonal and oral communication skills with a demonstrated ability to quickly establish personal credibility.
- Broad understanding of a variety of selling techniques and the sales process including demonstrated ability to make effective sales presentations.

### Additional Requirements

These do not need to be addressed in selection criteria but must be included in application:

- Eligibility to meet the requirements of a Department of Communities and Commission for Children and Young People and Child Guardian criminal history screening.

