

# Job Description

## Engagement Administrator

<b>Department</b>	Fundraising
<b>Reports to</b>	Donor Development Manager
<b>Direct Reports</b>	Nil – <i>works closely with contractors, interns and volunteers</i>
<b>Grade</b>	Grade 8
<b>Status</b>	Permanent, Full-time
<b>Location</b>	Greenpeace's normal places of business and or employee's home (on request)

### Role Purpose

The Engagement Administrator works within a team who are in charge of providing, positive, warm, informed and energetic interaction with Greenpeace's financial and non-financial supporters and general public via the telephone, email, social media, mail and face-to-face exchanges.

The main objectives of this role are to communicate passionately to inspire the public and Greenpeace's supporters about Greenpeace's work to protect the planet, reflected in retention-focused metrics such as save rates. Additionally, the Engagement Administrator is accountable for using the fundraising database accurately to capture new supporter's financial and non-financial details from various departments. This role is required to ensure that new supporter forms from around the country are received and processed within the required time frame. The role requires the handling of day to day administrative tasks while ensuring that supporters and the broader team feel supported and functions effectively.

Greenpeace Values	Greenpeace Mindset
Global Mindset	Greenpeace is an independent campaigning organisation, which uses peaceful, creative confrontation to expose global environmental problems, and develop solutions for a green and peaceful future. Our goal is to ensure the ability of the earth to nurture life in all its diversity. That means we want to protect biodiversity in all its forms; prevent pollution and abuse of the earth's ocean, land, air and fresh water; end all
Trust and Respect	
Values People	
Knowledge Sharing	

Goal Orientated	nuclear threats, and promote peace, global disarmament and non-violence.
Cutting Edge	

### Key metrics

- Administration and Data Processing
- Supporter Relations and Retention activities
- Continuous Improvement
- Compliance with Framework Conditions

### Role Responsibilities

#### Administration and Data Processing

Key Metric	How Success is Measured
<b>Administrative tasks are completed effectively, and efficiently</b>	<ul style="list-style-type: none"> <li>• Process supporters' financial and non-financial information accurately and efficiently, using Salesforce, our CRM database</li> <li>• Number and file sign-up forms and update tally spreadsheets</li> <li>• Make outbound phone calls to verify invalid details on forms in a warm and polite manner</li> <li>• Work cooperatively as a member of the team, passing on any information that will help colleagues provide better service</li> <li>• Provide a professional response to supporter requests whilst accurately logging the information on the fundraising database</li> <li>• Process donations, change of details, exclusions, return to senders and other information about supporters accurately and efficiently</li> <li>• Run queries and mail-merges</li> <li>• Liaise with, manage and direct volunteers when required</li> <li>• Data entry and complex data management and processing.</li> <li>• Effectively handling secure or confidential information.</li> <li>• Finding and handling new ways of donating money</li> <li>• Quality control of data (e.g. using data appropriate, unsubscribing off lists, cancelation of donations).</li> <li>• Work confidently with a range of software tools including Salesforce, Google worksuite, Trello and inbound marketing and communications channels to complete Administrative tasks.</li> </ul>

#### Supporter relations

Key Metric	How Success is Measured
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<b>Has developed positive Supporter Relations and responded efficiently to their needs</b>	<ul style="list-style-type: none"> <li>• Develop and maintain excellent supporter relations by giving a high level of customer service</li> <li>• Inspire supporters to retain or upgrade their financial support to Greenpeace, using a range of telemarketing techniques</li> <li>• Constantly evolve the retention scripting used to improve donor retention rates.</li> <li>• Deal with supporter requests promptly and efficiently, whilst making sure the supporter is kept informed and happy</li> <li>• Answer in-bound communications from potential supporters in a positive way to ensure the highest possible number of recruits are acquired</li> <li>• Deliver outbound phone, email, social media and mail communications in a warm, polite manner and identify ways supporters can maximise their engagement with Greenpeace.</li> </ul>
<b>Continuous Improvement</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Donor experience is continuously being iterated and improved upon (reflected in retention and engagement metrics).</b>	<ul style="list-style-type: none"> <li>• Work with the Crew Engagement Coordinator to identify activities which can be performed by Engagement volunteers</li> <li>• Oversee refunds, disputes and complaints received authorise refunds where appropriate and explore underlying process improvements.</li> <li>• Where possible systematize the reception process (e.g. ipad arrival register) with support of Creative and Technology department.</li> <li>• Work with the Donor Development Officer to implement initiatives to improve donor retention.</li> </ul>
<b>Compliance with Framework Conditions</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Compliance with relevant legislation and policy has been met</b>	<ul style="list-style-type: none"> <li>• Abide by Greenpeace Australia Pacific Code of Conduct and related Integrity Policies</li> <li>• Ensure that your personal or campaign activities will not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the Fundraising Director).</li> </ul>

## Role Requirements

### Knowledge

- General knowledge of environmental movement/politics and history
- Understanding of all GPAP platforms
- Understanding of admin processes and tasks
- Fundraising and sales knowledge (desirable)

### **Skills**

- Interpersonal relationship skills, in particular building constructive and long-term relationships with both internal and external parties
- Administrative
- Digital skills across a number of platforms
- Fast and accurate data entry skills (70wpm)
- Technically competency in Salesforce, Microsoft and Google Suites and Email
- De-escalation skills
- Problem solving skills

### **Experience**

- At least one (1) years' experience in a similar or related role
- At least one (1) years' experience in a similar an Administration related role
- At least two (2) years' experience working in a customer facing or sales role
- Experience in stakeholder management and engagement
- Experience in administration

<b>Employee Commitment</b>	
Signature:	Date: