

Job Description

Engagement Coordinator

Department	Fundraising
Reports to	Donor Development Manager
Direct Reports	Nil – <i>works closely with contractors, interns and volunteers</i>
Grade	Grade 7
Status	Permanent, Full-time
Location	Greenpeace's normal places of business and/or employee's home (on request)

Role Purpose

The Engagement Coordinator 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, mail, social media channels and face to face exchanges.

A critical part of the Engagement Coordinator's role is as the lead liaison with Engagement volunteers and to scale up the engagement activities of the organisation. This role will work with volunteers who can drive the success of engagement online, via email and also support the team with other supporter engagement administrative activities. This role will design, implement and test new engagement strategies with a view to increasing the number of engaged volunteers and financial supporters for Greenpeace.

The Engagement Coordinator will recruit and train volunteers to help in a range of supporter engagement activities including online and email conversations with a view to engaging our crew in our cause and driving donor development and engagement metrics.

The other components of this role are to work alongside the Engagement Administrators 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 Coordinator 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 nuclear threats, and promote peace, global disarmament and non-violence.
Trust and Respect	
Values People	
Knowledge Sharing	
Goal Orientated	
Cutting Edge	

Key metrics
<ul style="list-style-type: none"> Administration and Data Processing
<ul style="list-style-type: none"> Supporter Relationship & Retention Activities
<ul style="list-style-type: none"> Volunteer coordination
<ul style="list-style-type: none"> Reception Duties
<ul style="list-style-type: none"> Compliance with Framework Conditions

Role Responsibilities	
Volunteer Coordination	
Key Metric	How Success is Measured
Has developed and coordinated a team of supporter relationship volunteers with adequate work allocation	<ul style="list-style-type: none"> Identify and on-board volunteers to take on appropriate activities in relation to managing supporter relationships. Coordinate work plan to enhance outcomes from volunteers and maintain contact to ensure they have sufficient tools/information to fulfil their roles. Work with Donor Development Lead to create volunteer targets and work upon the achievement of these. Liaise with Engagement Coordinators to identify activities which would be best completed by volunteers. Obtain volunteer feedback to create continuous improvement in the program.
Administration and Data Processing	

Key Metric	How Success is Measured
<p>Administrative tasks are completed effectively, and efficiently</p>	<ul style="list-style-type: none"> ● Process supporters' financial and non-financial information accurately and efficiently, using our CRM database ● Handle inbound and outbound retention calls to maximise save rates. ● Continuously improve the retention scripting. ● Number and file sign-up forms and update tally spreadsheets ● Make outbound phone calls to verify invalid details on forms in a warm and polite manner ● Work confidently with a range of software tools including Salesforce, Google worksuite, Trello, and inbound marketing and communications channels.[??] ● Work cooperatively as a member of the team, passing on any information that will help colleagues provide better service ● Provide a professional response to supporter requests whilst accurately logging the information on the fundraising database ● Process donations, change of details, exclusions, return to senders and other information about supporters accurately and efficiently ● Support the donor development coordinator in the execution of appeals. ● Run queries and mail-merges ● Identify and coordinate an appropriate program of engagement coordinator activities to delegate to volunteers. ● Create and coordinate this work program across a team of volunteers, coordinating with the Engagement Administrators to ensure no overlap or duplication. ● Data entry and complex data management and processing. ● Effectively handling secure or confidential information. ● Finding and handling new ways of donating money ● Quality control of data (e.g. using data appropriate, unsubscribing off lists, cancelation of donations)
<p>Supporter relationships and retention activities</p>	
Key Metric	How Success is Measured
<p>Has developed positive Supporter Relations and responded efficiently to their needs</p>	<ul style="list-style-type: none"> ● Develop and maintain excellent supporter relations by giving a high level of customer service via all channels of communication. ● Inspire supporters to retain or upgrade their financial support to Greenpeace, using a range of telemarketing techniques ● Deal with supporter requests promptly and efficiently, whilst making sure the supporter is kept informed and happy ● Answer in-bound communications from potential supporters in a positive way to ensure the highest possible number of recruits are acquired

	<ul style="list-style-type: none"> Deliver outbound phone, email, social media and mail communications in a warm, polite manner and identify ways supporters can maximise their engagement with Greenpeace.
Continuous Improvement	
Key Metric	How Success is Measured
Donor experience is continuously being iterated and improved upon (reflected in retention and engagement metrics)	<ul style="list-style-type: none"> Work with the Engagement Administrators to identify activities which can be performed by volunteers to free up time for Engagement Administrators to focus upon retention and financial focused elements of role. Oversee refunds, disputes and complaints received in, authorise refunds where appropriate and explore underlying process improvements which can be made to prevent recurrence. Where possible, systematize the reception process (e.g. ipad arrival register) with support of the Creative and Technology department. Work with the Donor Development Coordinator to implement initiatives to improve donor retention.
Compliance with Framework Conditions	
Key Metric	How Success is Measured
Compliance with relevant legislation and policy has been met	<ul style="list-style-type: none"> Abide by Greenpeace Australia Pacific Code of Conduct and related Integrity Policies 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).

Role Requirements

Knowledge

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

Skills

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

- Ability to motivate and instil passion

Experience

- At least two (2) years' experience in a similar or related role
- At least two (2) years' experience in a similar an Administration or Coordination role
- At least two (2) years' experience in stakeholder management and engagement
- Experience with online writing and engagement (desirable)
- Experience in administration
- Experience working with volunteer coordination (desirable)
- Experience in social media, other digital engagement or online marketing (desirable)
- Customer service experience (desirable)

Employee Commitment

Signature:

Date: