GREENPEACE

Job Description

Engagement Team Leader

Department	Fundraising
Reports to	Donor Development Manager
Direct Reports	Direct reports: Engagement Administrator x 2-3. *Works closely with contractors, interns and volunteers.*
Grade	Grade 6
Status	Permanent, Full-time
Location	Greenpeace's normal places of business and/or employee's home (on request)

Role Purpose

The Engagement Team Leader is responsible for managing, coaching and developing a high-performing customer service Engagement team to deliver service excellence, and provide positive and informed interactions with GPAP supporters across channels including: telephone, email, social media channels and face-to-face.

This role manages the day-to-day performance and priorities of the Engagement team, ensuring the team is consistently achieving agreed Supporter Care KPIs, including 'saving' regular donors from cancelling gifts to agreed performance standards, welcoming and onboarding new donors, reactivating lapsed supporters, and providing high quality administrative care to supporters and triaging/referring inquiries as needed.

The role will develop, implement and evaluate GPAP's new and ambitious Supporter Care Strategy (inbound and outbound contact with supporters) in partnership with the Donor Development Manager. The role will also contribute to defining key measures of engagement and appropriate KPIs, while monitoring performance and sharing insights across the organisation to inform broader fundraising, retention and engagement goals.

The role also recruits, trains and supervises volunteers to help with a range of activities including managing online social media and email conversations with a view to deepening engagement in our work to protect the planet, and driving broader donor development and engagement outcomes.

The role uses technology to execute a variety of complex administrative tasks (e.g. Slack, Salesforce, Sendgrid, Twilio, Notion, Trello, Hubspot, Stunning and Google Suite) and acts as a

champion for new ways technology can be used to transform ways of working and deliver better outcomes for supporters.

This role inspires and motivates the direct reports and the larger team, requiring both the confident prioritisation of day-to-day administrative tasks while ensuring the broader team feel supported, motivated and are functioning effectively to deliver results. The role actively builds a customer service culture that is supporter-focussed and values driven.

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
• Team management
• Strategic planning
• Administration and data processing
• Supporter relationship & retention activities
• Volunteer coordination
• Compliance with framework conditions

Role Responsibilities	
Team management	
Key Metric	**How Success is Measured**

Workload and priorities are managed to ensure greatest impact with available resources	• Management of the Engagement Team and all processes to agreed performance and customer service KPIs including providing direction, feedback, mentoring and supporting the development of the team on an informal and formal basis. • Reporting on team performance metrics such as call and email volumes, saves and cancel rates. • Oversee refunds, disputes and complaints received in, authorise refunds where appropriate and explore underlying process improvements which can be made to prevent recurrence**.**
Strategic planning	
Key Metric	**How Success is Measured**
The development roadmap for effective supporter care is clearly defined	• Development, implementation and regular evaluation of GPAP's Supporter Care Strategy (inbound and outbound communications across all channels) to enhance supporter experience and Retention outcomes. • Work with other Donor Development team members to implement initiatives to improve donor retention and loyalty. • Assist in defining the measurement of supporter engagement metrics and results as well as appropriate KPIs.
Volunteer Coordination	
Key Metric	**How Success is Measured**
Has developed and coordinated a team of volunteers with appropriate work allocation	• 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 Manager to create volunteer targets and work upon the achievement of these. • Liaise with Engagement Administrators to identify activities which would be best completed by volunteers. • Work with the Engagement Administrators to identify activities which can be performed by volunteers to allow Engagement Administrators to focus upon retention and financial focused elements of role. • Obtain volunteer feedback to create continuous improvement in the program.
Administration and Data Processing	
Key Metric	**How Success is Measured**

Oversee the completion of administrative tasks effectively and efficiently	• Oversee processing of supporters' financial and non-financial information accurately and efficiently, using our CRM database. • Make and coordinate inbound and outbound retention calls to maximise save rates. • Continuously improve retention scripting. • Work confidently with a range of software tools including Salesforce, Hubspot, Sendgrid, Twilio, Google worksuite, Notion, Trello, and social media communications channels. • Work cooperatively as a member of the team, passing on any information that will help colleagues provide better service. • Act as an escalation point for supporter requests on all channels, investigating and reporting on complaints where necessary. • Review and approve large batch donations, mail proofs, refund requests and other work completed by Engagement Administrators. • Support Donor Development staff with the execution and delivery of appeals and other retention initiatives. • 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. • Authorise payment of expenses relating to the work of the team (up to $5000), manage supporter refunds, disputes and complaints received in, authorise refunds where appropriate and explore underlying process improvements which can be made to prevent recurrence. • Execute and monitor regular data hygiene checks and resolving anomalies by contacting supporters or working with the Engineering and Insights teams. • Create and iterate procedures to effectively handle secure or confidential information, in accordance with data privacy and legal obligations. • Quality control of data (e.g. using data appropriate, unsubscribing off lists, cancelation of donations)
Supporter relationships and retention activities	
Key Metric	**How Success is Measured**
Actively fosters a culture of excellence in customer service and supporter experience to meet and exceed supporter expectations and	• Develop and maintain excellence in supporter care by providing high levels of customer service via all channels of communication. • Inspires the Engagement team and supporters to retain or upgrade their financial support to Greenpeace, using a range of telemarketing and sales techniques. • Manages supporter requests promptly and efficiently, whilst making sure the supporter is kept informed and happy

GPAP goals	• Manages in-bound communications from potential supporters in a positive way to ensure the highest possible number of recruits are acquired • Oversees and delivers outbound phone, email, social media and mail communications in a warm, polite manner and identifies ways supporters can maximise their engagement with Greenpeace. • Produce and deliver communications as relevant to the role, using a range of channels and technologies.
Compliance with framework conditions	
Key Metric	**How Success is Measured**
Compliance with relevant legislation and policy has been met	• 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

- A strong understanding of multi-channel inbound Contact Centre operations and technology
- Deep understanding of administrative processes and tasks
- Customer experience strategy and loyalty
- Fundraising knowledge (desirable)
- General knowledge of environmental movement/politics and history (desirable)

Behaviours

- Is punctual, reliable and has the ability to perform under pressure in a fast-paced and dynamic campaigning environment
- Infectious enthusiasm and customer service mindset with the ability to resolve complex matters and complaints
- Emotional intelligence and empathy
- A commitment to non-violent direct action

Skills

- Strong communication and interpersonal skills (written, face-to-face, social media and telephone) including the ability to prioritise and coordinate tasks
- People management skills including the ability to instil passion, motivate, coach and support others as part of a decentralised and remote team
- High level administrative skills including advanced CRM usage
- Advanced prioritisation, time management and organisation skills
- Budget and forecasting skills

- Influencing, negotiation, and conflict management skills
- Digital competency and willingness to learn across a number of platforms with intermediate to advanced technical competency in Salesforce CRM, Hubspot, Microsoft and Google Suites and Email
- Interpersonal relationship skills, in particular building constructive and long-term relationships with both internal and external stakeholders to ensure an exceptional supporter experience
- De-escalation and problem solving skills

Experience

- At least two (2) years' experience as a Team Leader in a similar or related role (previous Customer Service, Administration, Sales or Telemarketing experience will be highly regarded)
- At least two (2) years' experience in stakeholder management and engagement
- Senior administration experience
- Experience working in volunteer coordination (desirable)
- Copywriting experience (desirable)
- Experience in social media, other digital engagement or online marketing (desirable)

Employee Commitment	
Signature:	Date: