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## Position Details

Title:	Customer Systems Support Specialist
Organisation:	Mother's Day Classic Foundation
Work Location:	Level 23, 150 Lonsdale Street, Melbourne, VIC 3000 (COVIDSafe plan in place and some flexibility to work from home from time to time and as required under COVIDSafe arrangements)
Total FTE:	Full Time
Position Reports To:	Events Services Manager
Direct Reports:	Annual fixed-term contract role(s) of Events Administration Assistant(s)

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## Function Purpose

The Mother's Day Classic Foundation is seeking a Customer Systems Support Specialist to oversee the entire customer experience from a systems and process perspective, to manage customer (participants, fundraisers and donors) queries and feedback, including complaints, and assist with the management of event registration and fundraising data, customer relationship management (CRM) systems and performance reporting. With large volumes of data communicating between fundraising platforms, registration platforms and the Salesforce CRM, this role requires strong analytical skills to coordinate, manage and report on the relevant systems.

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## Key Accountabilities

Manage systems and provide customer service support as required in the following areas:

### Registration and Fundraising System Management

- Manage and maintain event and fundraising registration, system, data and reporting, including but not limited to registration system development, team registrations, fundraising and donations
- Relationship management with registration and fundraising system provider (currently Funraisin)
- Creation and management of reporting on event registrations, revenue, teams and fundraising, donations as required, for all stakeholders
- Support and train MDCF staff and stakeholders, as required, on registration and fundraising system requirements and reporting
- Monitor customer service queries arising from event registration and fundraising system and make necessary improvements

### Customer Relationship Management (Salesforce)

- Manage the day-to-day configuration, maintenance and improvement of the CRM platform, Case Management system, data and supporting systems
- Enhance the overall user and participant experience through implementation of new features
- Maintain the accuracy of data within the CRM and supporting systems
- Generate segmented reports as required
- Relationship management with CRM provider (Salesforce)

## Position description – Customer Systems Support Specialist

- Assist team members in the effective reporting on customer data
- Lead staff and stakeholder Case Management training
- Advise management on relevant Salesforce improvements and progression

### **Administration & Reporting**

- During the campaign period, develop and deliver weekly reports to the team including data related to participant registrations, revenue, fundraising, donations, \ merchandise sales, race kit fulfilment, etc.
- Assist the MDCF team with the setting up and/or self-service of any functional area specific reporting
- Coordinate the analysis of year-on-year trends as a measure of performance
- Manage and analyse post-event survey results and feedback
- Manage the collection of statistics for the annual post event report with data relating to registrations, fundraising, demographics of participants / fundraisers and survey results
- Support staff with exporting and analysing specific reports as required
- Provide customer service support for technical questions related to data systems

### **Customer and stakeholder service and support**

- Design and implement customer service processes to best manage enquiries year-round
- Manage and respond to incoming event enquiries (via phone, email and social media) from participants, fundraisers and teams (additional resource employed during campaign)
- Analyse enquiries and trends, implementing improvements and any rectification measures
- Maintain Frequently Asked Questions log, in collaboration with Marketing team
- Manage the servicing of teams and corporate and community groups, including the creation and reporting of promo codes, required reporting, etc. (additional resource employed during campaign)
- Coordinate communication with deferred payment teams and work with the Partnerships and Finance teams to ensure delivery (additional resource employed during campaign)

### **General Administration**

- Other administration tasks as required.

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## Qualifications/ Experience

- Digital customer experience skills and proficiency
- Demonstrated experience in managing an event registration and fundraising system and/or member database (Funraisin system experience highly favourable)
- Experience in managing customer databases and CRM systems – Salesforce essential (preferably within the non-profit sector)
- Advanced Microsoft Excel skills
- Strong customer service and problem-solving skills
- Excellent time management
- Strong written and verbal communication skills
- Positive attitude with ability to prioritise and be proactive

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## Key Competencies

- Customer Service
- Data Analysis
- Planning & Organising
- Initiative
- Attention to detail
- Problem Solving
- Flexibility
- Enthusiasm

## Benefits (pro rata where applicable) available at the MDCF include

- 12% superannuation
- 4 additional 'rostered' days off (1 per quarter)
- Additional 3.5 days annual leave between Christmas and New Year
- Flexible working arrangements are supported