

**Why we are here**

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.wwf.org.au

Job Description

WWF-Australia

ABN 57 001 594 074

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| Department | Revenue Development |
| Unit/team | Community & Supporter Engagement |
| Job Matrix Group | WWF Clerical and Administrative |
| Job Matrix Level | 3 |
| Job Title | Supporter Relations Specialist |
| Reports to | Supporter Relations Manager |
| Direct Reports | Nil |
| Location | Sydney Office |
| Job Type | Full Time Ongoing Contract |
| Hours per week | 38 |
| Award Coverage | Clerks Private Sector Award - 2020 - Level 3 |
| Approval | Head of Human Resources |
| Approval Date | 16/02/2023 |

Organisational Context

For over 60 years, WWF has been a powerful voice for nature and communities. We are a global network of local organisations working in 100 countries. WWF-Australia is the largest southern hemisphere member of the WWF Network, with over 2.5 million supporters. We work as a catalyst with communities, First Nations, governments, businesses, innovators, and philanthropists towards our global mission: to build a world where people live and prosper in harmony with nature. We use our expertise to conserve biodiversity, empower communities and halt climate change in Australia and the Asia-Pacific region. Joining WWF-Australia, you will be part of a diverse global team of over 7,000 employees - working together in a values-driven global to local network for the prosperity of both people and our planet.

Department Context

WWF-Australia's strategy requires all staff to support the delivery of our conservation objectives which aim to catalyse regeneration towards 2030 across the following strategic priorities: Regenerative Sky (Climate), Regenerative Country (Land) and Regenerative SaltWater (Oceans). These three solution pathways are enabled by a focus on Engaging Millions, Regenerative Economy and ensuring a Future Fit Organisation.



WWF-Australia's fundraising goal is to drive diversified and sustainable income growth that will provide the resources and capacity to deliver our vision to halt the decline of targeted species, make a critical contribution to Global Goals and promote sustainable development.

Job Purpose

The Supporter Relations Team provides exceptional customer service as the first point of contact for the public and donors wanting to find out more about WWF's work and to discuss their support for the organisation. There is a strong focus on retention to support the regular giving program, as well as engagement to help strengthen donor relationships that encourage loyalty and additional ways of giving.

Taking a donor-centric approach, this role is responsible for holding inspiring and informed conversations via phone, mail, email and other digital channels to help elevate the overall WWF-Australia supporter experience. This role is also responsible for effectively utilising the customer relationship database to ensure donations and interactions are correctly tracked.

Key Accountabilities

- Adopts a supporter-centric approach to all activities and interactions to deliver an outstanding supporter experience through every communications touchpoint.
- Provides exceptional customer service in all interactions through phone, mail, email and other digital channels, with a view to inform and inspire supporters about ways they can donate, support campaigns and initiatives, and encourage wider supporter participation.
- Communicates in a warm and professional way to all requests within the agreed response times, ensuring enquiries are proactively addressed, actioned and recorded, or escalated.
- Acts as the first point of escalation for inbound complaints, issues and complex queries, and applying expertise in line with the Customer Complaint Policy with a view to delivering positive outcomes to all relevant stakeholders.
- Respectfully listens to and responds to supporter feedback, ensuring that appropriate follow-up actions are taken to fix any issues and close the feedback loop.
- Offers alternative ways to support WWF-Australia in response to cancellation requests to support retention fundraising strategies.
- Advocates for the 'voice of the supporter', helping to inform the development of supporter communications and campaigns.
- Ensures the accurate input and maintenance of supporter and donation information on the CRM database.
- Processes donations, including the fulfilment of tax receipts and welcome packs.
- Remains informed about WWF-Australia's current campaigns and initiatives to successfully resolve complex enquiries, ultimately helping to strengthen supporter engagement that supports WWF-Australia's conservation, fundraising and communication strategies.
- Ensures public-facing communications are accurate and support WWF-Australia's official position.
- Acts as a role model for safety and security including complying with privacy legislation to protect supporter information.

Job Level Responsibilities

- Contributes to operational planning, systems, processes, delivery and reporting.
- Complies with legislation, standards, policies and practices, particularly Advocacy with Excellence, Information Security, health and safety, child protection, security, sustainability, and equal employment opportunity.
- Aligns own work with WWF's mission, Guiding Principles, Brand and I-CCaRE values, Integrity, Courage, Collaboration and Respect.
- Seeks approval from the CEO for international travel.



- Performs administration, risk and quality management, and reporting.

Relationships & Communications

Team-working is WWF's preferred way of working requiring positive and constructive relationships across the organisation. Key relationships include:

- Donors, including mid-level and high-value donors.
- General public.

Job Challenges

- The geographically dispersed nature of WWF and its supporters requires exceptional communication and engagement skills.
- The individual needs of donors and the public requires excellent verbal and written communication, conflict management and engagement skills to build trust and reach resolution.
- Maintaining a high level of quality and professionalism when communicating with donors and in complaints handling.
- Contributing to the achievement of fundraising KPIs.
- Maintaining knowledge of WWF's strategic objectives and activities and communicating this to the public and supporters in an engaging, meaningful way.
- Commitment to delivering best practice, including being open to feedback and coaching on calling and retention techniques, as well as training on new technologies.

Essential Selection Criteria

- Excellent communication skills, both verbal and written.
- Demonstrated experience in delivering high levels of customer care.
- Demonstrated track record in achieving call rates to exceptional call and data handling standards.
- A track record of meeting targets, preferably for donor/customer retention or similar.
- Demonstrated administration skills and records management.
- Intermediate skills in MS Office and CRM systems, and a willingness to adopt a "digital-first" approach.
- An understanding of, or interest in conservation, environmental, and sustainable development issues.

Desirable Selection Criteria

- Experience using Raisers Edge database and Zendesk or other similar platforms.
- Experience in using digital communications platforms for customer care including social media, SMS, webchat and others.
- Knowledge of, and interest in not-for-profit organisations and charitable giving.

Credentials

- Qualification, accreditation or professional experience pertaining to the fields of customer service, fundraising, communication, administration, marketing or environmental studies.

Job Requirements

- This role requires full-time attendance at the WWF-Australia Sydney office on a staggered rotating roster with shifts scheduled between 8:00am and 6:00pm (for example, you may be required to work 8am-4pm or 10am-6pm).
- Employment screening checks (e.g. Criminal Record Check).



- Provide evidence of completion of a full course of an Australian government-recognised vaccination against COVID-19.

How to Apply

Applicants can apply via <https://www.wwf.org.au/about-us/jobs-at-wwf>.

Only those applicants applying online via the eRecruitment System will be considered.

Please include the following two attachments: (1) a cover letter/statements against the selection criteria and (2) your resume (CV).

Note that applicants require current unlimited working rights in Australia to be eligible for this role.