

JOB DESCRIPTION

TELEFUNDRAISER

Department	Fundraising and Technology
Reports to	Contact Centre Manager
Direct Reports	Nil
Status	Casual
Location	Greenpeace's normal place of business at RWH Sydney
Date Created / Reviewed	November 2023

Role Purpose

As a member of Greenpeace Australia Pacific's (GPAP) in-house contact centre team, the Telefundraiser will play a critical role in driving donor acquisition and fundraising growth to increase our supporter base that underpins our unique strength as a 100% supporter funded environmental campaigning organisation.

This role will reach out to supporters and donors who have taken action on our campaign, such as signing a petition, encouraging them to increase their impact by becoming a financial supporter or to deepen their financial commitment. The Telefundraiser will handle a range of calls including conversations with new supporters, existing donors and previously engaged supporters from a variety of community sectors. This role is often the first verbal interaction a supporter has with GPAP, making the Telefundraiser's genuine passion for and knowledge about our campaigns critical for success.

The Telefundraiser supports the Fundraising and Technology department's core goal of placing the supporter at the heart of all activities. By engaging supporters in our campaigning stories and strategies for a more green and peaceful future, this role ensures that supporters understand the impact of their individual contributions. The personalised conversations a Telefundraiser has with a supporter is instrumental in delivering a rewarding supporter experience - and one that we proudly set the standard for within the charity sector.

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
Conversion Rate
Contact Rate
Call Volume
Average Gift
Script Adherence and Creativity
Data Integrity
Compliance with framework conditions

Role Responsibilities	
Conversion Rate	
Key Metric	How Success is Measured
Has achieved minimum conversion rate	• Ensure that conversion metrics are met within the required timeframe • Successfully convert petition signers and other action takers on campaigns, existing supporters and lapsed donors to regular donors • Successfully upgrade regular donors to a higher regular gift • Ensure calls undertaken are engaging and persuasive.
Contact Rate	
Key Metric	How Success is Measured

Successfully achieved minimum contact rate	• Have effective and productive conversations with potential donors via phone • Grow the overall outreach efficiency and the number of supporters engaged • Strive to achieve higher contact rates to increase the pool of potential donors, improving conversion opportunities • Adjust calling schedules or strategies to optimise outreach when encountering lower contact rates.
Call Volume	
Key Metric	How Success is Measured
Has achieved minimum daily call volume	• Ensure that Key Performance Indicators (KPIs) are met in relation to the number of calls made per day • Demonstrate proactive outreach and consistent effort.
Average Gift	
Key Metric	How Success is Measured
Has achieved minimum average gift amount expected	• Ensure the monetary value of donations secured on average is in line with set KPIs for the assigned campaign • Indicate ability to convince supporters to contribute the highest amount that is feasible for them.
Script Adherence and Creativity	
Key Metric	How Success is Measured
Adhered to script and call structure whilst remaining adaptable and using reasonable amounts of creativity	• Adhere to the provided script while incorporating creative elements to enhance supporter engagement and experience • Balance organisational messaging with personalised, engaging conversations. • Demonstrate authenticity and adaptability in donor interactions.
Data Integrity	
Key Metric	How Success is Measured
Has adhered to minimum standard requirement of Data Hygiene and Data Integrity	• Process supporter information in a sensitive and secure manner • Manage and update supporter databases, including maintaining clear and accurate records of supporter interactions • Report on supporter feedback

	• Complete call logs and reports • Follow-up on supporter calls.
Supporter Experience	
Key Metric	How Success is Measured
Provided an excellent supporter experience	• Conduct outbound sales calls to GPAP supporters in a timely and friendly manner • Meet calling KPIs including the number of contacts per hour, number of sign ups per day etc. • Identify, evaluate and respond to supporter issues and complaints • Respond to the needs of supporters and provide personalised service • Research campaign information using available resources and provide information to supporters on GPAP's campaigns • Participate in coaching and training activities as identified by the Acquisition Manager - Telefundraising and Contact Centre Manager
Compliance with framework conditions	
Key Metric	How Success is Measured
Was compliant with relevant workplace law and Greenpeace policies and ensured that activities have not put Greenpeace into disrepute	• 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 and Technology Director).

Role Requirements

Knowledge

- Passion for the environment and the issues GPAP campaigns on
- Basic knowledge of how to navigate a CRM is a plus
- Knowledge of sales processes and objection handling are a plus

Skills

- Ability to think creatively and adapt conversations based on individual supporter responses
- Excellent verbal communication skills and ability to engage people in meaningful conversations
- Strong persuasion and negotiation skills
- Comfortable working in a target-driven environment

- Ability to work well under pressure and meet daily fundraising goals
- Computer literacy
- A patient and empathetic attitude
- Strong time management and organisational skills
- Adaptability and flexibility
- Comfortable working in fast-paced environments
- Resilience and ability to handle rejection in a sales environment
- Multitasking
- Good verbal Communication
- Objection handling skills
- Phone skills, including familiarity with complex or multi-line phone systems
- People skills and the ability to build rapport quickly

Experience

- One (1) years' experience in a similar or related position
- Previous experience in fundraising or telemarketing is a plus
- Previous work experience in an office environment ideal
- Previous experience working within a team environment

Employee Commitment

Signature:

Date: