



POSITION DESCRIPTION

Position: Supporter Engagement Officer (FCD.51)
Reports To: Supporter Engagement Coordinator
Classification: Band C

CANCER COUNCIL VICTORIA

Every year, more than 39,000 Victorians will be diagnosed with cancer, and nearly 12,000 will die from cancer. The number of cases will increase as our population grows and ages. Survival will also improve as we get better at [early detection](#) and [treatment of cancer](#).

Since our establishment in 1936, [Cancer Council Victoria](#) has developed an international reputation for our innovative work in [cancer research](#), [prevention](#) and [support](#). As an independent, not-for-profit organisation, we play a leading role in reducing the impact of all cancers on all people.

Our people work and volunteer at Cancer Council Victoria to contribute to an organisation that makes a real difference in people's lives and is valued by the community we serve. In return we are proud to foster a culture that supports individuals to reach their full potential, in an environment that reflects our values of **Excellence, Integrity and Compassion**.

DIVISION AND BUSINESS UNIT SUMMARY

The **Fundraising and Communications Division (FCD)** is responsible for ensuring that Cancer Council maintains a visible, engaging presence in the community; and to inspire and activate support from Victorians.

Through a diverse revenue generation program, the Division works to ensure funds are raised to support the Cancer Council's work in line with the organisation's mission and values.

This is achieved through best-practice high volume direct marketing approaches; exceptional relationship management of high value supporters including Major Donors, Charitable Trusts and Bequestors; delivery of iconic fundraising events; and product sales and royalties through our retail arm.

The Division's ways of working enable our teams to move quickly, deliver ongoing value to our supporters and foster a culture of continuous improvement. We connect our cause and values to how we organise ourselves, and our work, to help supporters play their part in saving lives and reducing the impact of cancer.

The Performance and Supporter Experience Unit enables Fundraising and Communications Division teams to deliver strong fundraising performance and positive supporter experiences.

Working in close partnership with campaign, CRM Product and Digital Services teams, the Unit ensures data, tools and insights are accessible, accurate and fit for purpose, enabling teams to move quickly, make informed decisions and continuously improve supporter experience and campaign effectiveness.

The Unit is responsible for marketing automation and supporter experience, including our supporter care contact function. They are responsible for ensuring FCD has accurate and real time campaign and portfolio performance monitoring. This includes working closely with FCD and IT on audience segmentation, data integrity and optimisation of fundraising processes.

POSITION SUMMARY

Reporting to the Supporter Engagement Leadership Team, the Supporter Engagement Officer ensures outstanding customer service for Cancer Council's supporters and provides strong administrative and campaign support. This position enables campaign objectives to be met.

The position involves a wide range of supporter enquiries relating to all of Cancer Council's fundraising programs via phone (inbound and outbound), email, SMS and multiple social media platforms, providing an end-to-end service for each supporter.

RESPONSIBILITIES

Manage Supporter Relationships

- Receive and action requests from supporters in a timely and efficient manner by providing outstanding customer service, with a view to resolve enquiries at first point of contact
- Work as part of a team to manage the end-to-end outcome of inbound enquiries, engaging with relevant stakeholders i.e. Finance, to ensure queries received are resolved in a timely manner (inbound channels include phone, SMS, email, and various social media platforms)
- Meet KPIs set for abandoned call rates and average call handling times.
- Provide accurate information to supporters, including use of databases and campaign updates provided by fundraising teams
- Meet KPIs set for the delivery of outbound calling campaigns
- Manage the database through daily input and monitoring of issue resolution and escalation and liaise with stakeholders to resolve technical difficulties
- Be diligent about data quality and undertake data quality projects as directed.
- Follow up complex supporter issues and complaints in a timely and effective manner
- Communicate with supporters who are grieving in a sensitive and professional manner
- Engage with supporters via social media channels responding to their questions/comments

Support Fundraising Campaigns

- Be proactive and collaborative in the management of operational procedures and processes
- Adopt a test-and-learn approach to all new campaign activity and report back learnings in real time
- Support general administrative tasks

- Collaborate with Supporter Engagement Leads to help develop and test campaign outbound scripts
- Proactively identify and suggest improvements to campaign scripts, processes and communication, based on qualitative feedback from supporters
- Support campaigns by accurate and real time data management

Such other duties as directed and consistent with an employee's level of skill, competence and training.

KEY SELECTION CRITERIA

Essential Criteria

Qualifications, Experience, Knowledge and Skills

- Diploma in a relevant field or demonstrated experience in a similar call centre or related role
- Exceptional customer service including excellent written and verbal communication skills
- Strong ability to work as part of a team and facilitate a supportive working environment with people from a variety of backgrounds
- Demonstrated ability to accurately update and maintain electronic records, including information repositories and databases
- Demonstrated problem-solving skills and attention to detail
- Strong organisational and time management skills, including the proven ability to meet deadlines
- High-level skills in MS Office, including Word, Excel and Access

Desirable Criteria

- Experience in a not-for-profit organisation
- Experience with Salesforce CRM

Special Requirements

- Non-smoker
- Right to work in Australia
- Satisfactory completion of National Police Check
- Working with Children Check
- Ability to work after hours occasionally for which time in lieu will be provided.