

JOB DESCRIPTION

Job family (Internal): Supporter Retention & Development officer

Reports To: Deputy Fundraising Director or designate

Role (Internal): Realise

Level this JD covered (Internal):

L1 - Supporter Retention & Development Officer

L2 - Supporter Retention & Development Officer

L3 - Senior Supporter Retention & Development Officer

L4 - Senior Supporter Retention & Development Officer

Effective from: March 2021

PURPOSE and SCOPE OF THE JOB

Apply to Competency Level : L1 and L2

The Supporter Retention & Development Officer will be responsible for the implementation, management and development of the Supporter Retention & Development program and the growing donor database in their relevant market in order to inspire donors to continue their regular support, and also achieve additional and higher value gifts from the existing supporter base. The role will be responsible for ensuring the team maximizes the use of a variety of communication channels to deliver the retention & development program including inbound telephone and email, telemarketing, digital and direct mail etc.. These channels will be used to deliver Upgrade, Special Appeal and Middle Donor programs. The work of the team is also responsible for managing all outbound retention telemarketing campaigns in conjunction with telemarketing agencies/in-house teams in order to deliver this element of the Retention strategy.

Apply to Competency Level : L3 and L4

As the leader of the Supporter Retention & Development Team, the Senior Supporter Retention & Development Officer is primarily responsible for the development and delivery of the Supporter Retention & Development program in the relevant Greenpeace East Asia market/jurisdiction (Korea, Hong Kong or Taiwan). This includes the management of inbound & outbound retention & development telemarketing for Greenpeace East Asia, coordination of the donor retention program, and the leadership of the supporter retention and development team, with an ultimate goal of reaching supporter retention & development fundraising targets that allow the organization to reach its campaign and organizational objectives.

RESPONSIBILITIES

1. Development and delivery of the supporter Retention & Development program in the relevant jurisdiction/market (R1, R2, R3, R4)
2. Guide the supporter services team to ensure excellent inbound response handling (R1, R2, R3, R4)
3. Guide the development and implementation of the Supporter Retention communication program (R1, R2, R3, R4)
4. Lead or/work with Supporter Communications teams and/or others the development and delivery of the donor newsletters, and any other retention materials required for donor development (R1, R2, R3, R4)
5. Ensure and lead the effective delivery of the Continuing Support program (Prompted, Upgrade, Middle Donor, Special Appeal) including ensuring the effective management of the telemarketing agencies (R1, R2, R3, R4)
6. Work on special projects or any other fundraising work as instructed by their line manager (R1, R2, R3, R4)
7. Ensure and lead the effective management of the Special Appeal Program (including development or coordination of materials, e.g. direct mail, telefundraising script, etc) in according to targets and KPIs identified in the yearly ODP for Greenpeace East Asia (R1, R2, R3, R4)
8. Liaison with other Managers in the FR&E Engagement team to ensure effective coordination of projects and messaging takes place (R1, R2, R3, R4)
9. Liaison with other Managers from campaign and comms departments to ensure the role of supporters is maximized in campaigns, and that campaigns work effectively to help to achieve supporter retention and development goals (R1, R2, R3, R4)
10. Working with the relevant Deputy Director and other FR & E managers, to contribute to the regional fundraising retention & development strategy (R3, R4)
11. Development and delivery of the Middle Donor program to ensure identified supporters are inspired to progress up the donor pyramid as appropriate (R3, R4)
12. Take the lead in managing the relationships with external telemarketing agencies and negotiate contracts, set KPIs to deliver the Upgrade and Retention program (e.g. welcome call, reactivation, campaign engagement, etc) outbound calling and to ensure KPIs and financial targets are achieved. Ensure that the Supporter Retention & Development Officer achieves effective day-to-day management of these relationships (R3, R4)
13. Responsible for developing and maintaining effective reporting according to agreed

- formats and frequency for all areas of the program and ongoing financial management including the timely processing of invoices (R3, R4)
14. Ensure coordination and integration of Supporter Services and Supporter Retention & Development teams. Provide an integrated communication plan for a seamless donor experience(R3, R4)
 15. Serve as liaison to other Greenpeace NROs to share information, learn best-case practices, and help in increasing the effectiveness of all areas of the Supporter Development program (R3, R4)
 16. Work with other departments in Greenpeace on an as-needed basis to enhance integration internally between Supporter Services team and other departments (R3, R4)
 17. Develop, plan and implement strategies that ensure continued growth and enhancement of Supporter Service & Development programs. (R3, R4)

COMPETENCY PROFILE (INTERNAL)

For L1 & L2	For L3 & L4
1. Act with Integrity 3	1. Act with Integrity 3
2. Work with others 2	2. Work with others 2
3. Demonstrate Resilience 2	3. Demonstrate Resilience 3
4. Champion for Change 1	4. Champion for Change 2
5. Strive for Results & Quality 3	5. Strive for Results & Quality 3
6. Coordinate & Implement Plans 1	6. Coordinate & Implement Plans 2
7. Negotiate with others 2	7. Negotiate with others 3
8. Build networks 2	8. Build networks 3
9. Engage Supporters 2	9. Build support 2
	10. Engage Supporters 3
	11. Develop Plan 2

Skill and expertise required

Work environment

Preferred candidate profile

- Creative and enthusiastic professional with 2 years (L1-L2) / 4 years (L3-L4) of NGO Fundraising, and/or Customer Service Management, or Marketing/PR experience or equivalent needed.
- Telemarketing experience either in marketing or customer service for small to mid-level organizations.
- Proficiency in reporting financial results/marketing efforts in a concise and accurate manner
- Motivated by setting and working to financial targets
- Ability to understand donor behavior research and/or marketing data and adjust fundraising and/or marketing strategies accordingly
- Excellent communication skills (both one-on-one and in small groups; both written and oral), including the ability to represent Greenpeace East Asia in a manner consistent with Greenpeace East Asia's reputation as inspiring, intelligent, and passionate about its issues.
- "Self-starter" with demonstrated ability to effectively manage an ongoing program, set priorities, and manage objectives; experience creating plans, budgets, and timelines.
- Proficient with several computer and other communication technologies including donor databases/customer relationship management tool, email programs, and website skills, including proficiency with Microsoft Office software.
- Ability to work effectively both independently and with a team.

Compensation Info. (for Job ad)