



OzHarvest | Job Description

Your Position Title:	Customer experience and loyalty specialist
You'll Report to:	Development Lead
Classification :	Full-time
Headcount or Hrs/wk :	38hrs
Date :	29.9.021

Your Key Relationships	
<p>You'll be part of the collaborative OzHarvest team, which includes CEO, Head of Impact, Fundraising Team, OzHarvest Board Members, OzHarvest M-Team (including, Head of Marketing & Communications, Chief Financial Officer, Head of Operations, Head of Business Services and Head of People & Culture) OzHarvest State Managers, OzHarvest Staff & Volunteers</p> <p>You'll also work with external stakeholders including Donors, Regular Givers, Major Donors, Gifts in wills partners.</p>	

What we're about	
<p>Our purpose is to Nourish our Country. Through food rescue, education, community engagement and innovation. As an organisation we are connected by four key values:</p> <p>Connected by a cause: We are a magnet for magnificent people, connected by a common purpose. This mission of ours is contagious. It will take all of us, every day, every way. Our cause comes to life with every single one of us.</p> <p>Nourish & Grow: We're creating a culture of giving. When we grow ourselves, we grow each other and nourish others. When we nourish others, we ourselves grow. Not just in times of vulnerability, but as we thrive.</p> <p>Boldly Courageous: We speak and act boldly for the change that needs to happen. We embrace every challenge with optimism, dignity and respect.</p> <p>With Gratitude: We are grateful. Always. To each other. To the people we serve. To the people who give so generously. For the work we do, and the work to be done.</p>	

About the role	
<p>Customer experience and loyalty specialist works within the development team and closely with the Development Lead to execute the donor recognition and retention strategy across multiple channels. The development team works to drive growth and retain financial sustainability for OzHarvest fundraising activities through a range of programs including but not limited to; one-off cash, regular giving, appeals, community fundraising, events, gifts in wills and high-value donor cultivation.</p> <p>The Customer experience and loyalty specialist is responsible for all aspects of supporter care and donor management, in particular the cultivation and stewardship of the regular giving program and all reactive donor enquiries.</p>	

Your Key Responsibilities	
<p><i>As we are a small team of magnificent individuals, you may be required to take on additional duties and responsibilities outside the Job Description.</i></p> <p><i>Be a positive and effective team member and bring the OzHarvest values to life :</i></p> <ul style="list-style-type: none"> • Demonstrate each value in every one of your actions and decisions 	



- Contribute to the successes of your team by supporting your teammates to be the best they can be
- Communicate honestly and openly at all times

Responsibility Area 1 : Supporter Stewardship Cultivation and Care

- Develop and implement supporter retention, thankyou and recognition strategy. Identifying areas of opportunity and improvement, including evaluation of existing programs and development of new initiatives to create an unrivalled supporter experience.
- Develop inspiring and motivational materials aimed at retaining and recognising supporters based on funding tiers to OzHarvest.
- Manage our supporter inbox and ensure consistent and timely responses to all supporter enquiries and action items as necessary including but not limited to; program information requests, updating donor information, creating, and sending receipts.
- Work closely and collaboratively with development lead, editorial team, IT and data manager to contribute to producing engaging content for supporter communications.
- Coordinate and deliver an integrated retention and engagement program, including seamless automated donor journeys to ensure timely delivery of all donor communications.
- Ensure donation processing, receipting, recognition, and ongoing supporter care is delivered to the highest standard.

Responsibility Area 2 : Fundraising strategy execution and support

- Working closely with the Development Lead, assist in development and implementation of the cash and regular giving strategy to drive revenue growth and retain supporters.
- Contribute to a multi-channel marketing plan for fundraising programs through several platforms including but not limited to; email, SMS, telemarketing, digital and socials.
- Project manage the fundraising activities to ensure timelines and deadlines are executed and communicated efficiently
- Coordinate and deliver fundraising programs to acquire, retain and reactivate supporters for further development and stewardship to the next level of their giving capacity. In the particular conversion of single givers to regular givers
- Work closely with the Development Lead to manage income and expense budgets, forecasting and reporting across individual giving programs, new and existing.
- Work collaboratively and seek input from relevant internal and external stakeholders to develop detailed creative briefs

Responsibility Area 3 : CRM and Admin support

- Drive the development and implementation of systems and processes to create a streamlined supporter experience in line with the overall development strategy
- Work with the Data Team to implement data segmentation and prepare data extractions and analysis.
- Ensure there are appropriate processes and procedures in place to maintain accurate and hygienic records of contact and relationships with all OzHarvest supporters
- Working with our database manager, create regular reports & dashboards for Development lead, CEO, Board and other key staff as required
- Report and analyse the effectiveness of all supporter activities to measure retention, attrition, and ROI.
- Oversee post-campaign analysis for fundraising initiatives
- Supporting digital & social in fundraising campaigns and marketing plans to achieve set targets, including but not limited to; digital lead generation, acquisition and regular giving conversion
- Support digital and development team in growing digital donor base and moving followers to financial supporters and advocates
- Provide support for landing page development and tracking (e.g. lead generation and donation pages)

Personal Specifications



Qualifications

- Current and Valid Police Check
- Qualification in marketing or communications
- Minimum three years' experience in customer service/experience communications or fundraising role
- Experience liaising with 3rd party suppliers
- A good understanding of databases, data segmentation and creative targeting techniques. Salesforce experience preferable.

Skills, Knowledge & Experience

- Excellent problem solving and planning skills, balanced with the ability to react quickly to events and to prioritise in a fast-moving environment.
- Well-developed time management and organisational skills.
- Ability to work independently under own initiative and as part of a team
- Demonstrated experience and an outstanding track record of success in managing customer relations and fundraising programs.
- Demonstrated experience in the successful planning and implementation of donor retention and acquisition strategies that meet budget requirements.
- Exceptional verbal and written communication skills demonstrated by the ability to develop and maintain relationships with people from all levels of business and community.
- Experience in report writing, complemented by strong data and analytical skills.
- A clear understanding of fundraising practices in particular regular giving programs.
- High attention to detail with excellent organisation, time management and project management skills.
- Experience using Salesforce, Fundraising, Marketing Cloud (or other relevant CRM, donation platform and marketing platform experience databases)

Personal Abilities and Aptitudes

- Strong communications skills and the ability to build and nurture relationships
- Creative and innovative with strong attention to detail and an adaptable approach
- Results driven
- Strong customer service approach
- Ability to work effectively under pressure
- A strong commitment and enthusiasm towards the purpose of OzHarvest
- Energetic, positive and proactive
- Self-motivated and good at developing relationships
- Ability to influence and engage individuals from a diverse cross section of society
- Ability to develop ideas and be creative
- Strong analytical skills, database proficiency and budgetary and financial tracking skills
- A strategic thinker who thrives in an environment that is fast paced
- Passion for digital optimisation, always looking to improve user experience and a desire for continuous learning that helps you stay ahead of the digital curve.

Employee Acknowledgement

I acknowledge that I have read and understand the above Job Description and agree to carry out all duties as described to the performance standards required, adhering to the policies listed below.

Employees Name: _____

Signature: _____ **Date:** _____