

Supporter Retention Advisor

Oxfam is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

Position Number	0619
Classification	3
Section/Unit	Fundraising & Resource Growth /Supporter Experience Unit
Reports to	Head of Supporter Experience
Location	Melbourne, Sydney, Brisbane
Employment Basis	Permanent
Hours of Work	35 hours per week
Suitable for Job Share	Yes
On Call Duties	No
Date Last Reviewed	November 2021

Scope of Position

The Fundraising and Resource Growth Section at Oxfam Australia exists to inspire and invite individuals, communities and institutions to contribute their financial support, ideas and resources to advance our shared purpose of achieving a just and sustainable world without poverty.

The Supporter Retention Advisor is a new role within the Supporter Experience Unit and the wider Fundraising and Resource Growth Section that has been introduced to reinforce focus on long-term supporter retention strategy and approaches. The role will work in close conjunction with members of the Supporter Activation unit, Digital Marketing and the Supporter Insights teams to identify opportunities to strengthen supporter loyalty and develop, test and implement effective supporter journeys. This role will identify, highlight and work to address supporter pain points, barriers to support and provide data informed advice that will help ensure balance between short-term revenue goals of the fundraising team and longer-term health of the supporter base. This new role will be pivotal in addressing current levels of churn in the Oxfam Australia supporter base; and in supporting long-term sustained giving to the organisation.

Key Responsibilities

- Identify opportunities and lead on initiatives to strengthen supporter loyalty and satisfaction, and as a result grow lifetime value
- Oversee, develop and work with Fundraising and Resource Growth teams to implement supporter communication strategies and journeys that improve the supporter experience, convert supporters to the 'next best offer' and address supporter base churn
- Manage our Supporter Engagement survey tool and enhance how Oxfam sets and achieves targets on supporter satisfaction and commitment

- Implement activities that identify and highlight supporter experience pain points and work with the Head of Supporter Experience to develop strategies to address these
- Identify opportunities to build on Oxfam Australia's attitudinal segmentation model including implementing the test and roll out of tailored communication plans
- Work with project teams to review supporter experience within seasonal programs and advise how to enhance experience in subsequent campaigns
- Support the Head of Supporter Experience to foster a culture of "Supporter First" thinking within the organisation including championing supporters in campaign and project planning
- Work with the Supporter Insights and Analytics Lead to develop and maintain a Supporter Experience Dashboard to ensure we're monitoring the effectiveness of and enhancing Supporter Experience activities

Living our Values

- Accountability – You are able to set clear goals and monitor personal progress against them.
- Empowerment – You are capable of having open, honest and respectful dialogue with others, respecting and including partnerships and communities' perspectives into our working activities.
- Equality – You work to high ethical standards and treat all people with respect.
- Inclusiveness – You embrace diversity and able to enrich work activities with diverse perspectives.
- Sustainability – You are committed to achieving sustainable results in all aspects of their work.

Technical Knowledge & Experience

- Experience in utilising market analysis, customer insights and data analytics to drive effective business decisions
- Experience creating automated customer experience journeys which have increased revenue and customer engagement
- In depth understanding of customer segmentation and targeting approaches
- Excellent understanding of marketing automation and CRM technologies and how they can be applied to benefit the retention of customers
- An understanding of non-profit fundraising and marketing desirable
- Experience working with Marketo and Salesforce desirable

Personal Skills & Attributes

- Exceptional customer orientation
- Strong ability to initiate and drive projects
- Proficient in analysing data to shape strategy and decisions
- Excellent communication and engagement skills
- Comfortable working at pace with competing and changing priorities
- Excellent collaboration, facilitation and negotiation skills to influence decision making across organisational boundaries to achieve goals
- Commitment to Oxfam's purpose, culture and ways of working
- Growth mindset and desire to cross skill

Travel

- Occasional interstate travel is a requirement of the position. It is a condition of employment that staff abide by all agency security and safety protocols, policies and procedures and the Oxfam International Security Protocol.

Child Safeguarding

As an agency undertaking work both nationally and internationally and in humanitarian response, OAU takes its duty of care seriously to safeguard children and recognises that it must meet

community expectations and the trust placed in its personnel to maintain the highest standards of conduct with children. Therefore, all positions within OAU are required to understand and comply with the Child Safeguarding Policy, Code of Conduct, toolkit and Social Media User Policy.

- This role requires Oxfam representation when occasionally visiting the field (overseas and domestic).
- This role requires access to information relating to children.
- This role involves making decisions which may affect children, including volunteers and other supporters under the age of 18.

Signature

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Employee Name	Employee Signature	Date