

GREENPEACE

AOTEAROA/NEW ZEALAND

Job description

Job title:	Telefundraiser
Division:	Supporter Engagement
Unit:	Telefundraising
Grade:	Purple
Valid from:	1 September 2015
Remuneration:	\$21.15 per hour + weekly bonus
Reports to:	Team Leader

OVERALL PURPOSE OF THE JOB

This position is located within the Telefundraising Unit which is part of the Supporter Engagement Team based in our office in Auckland.

Our vision as a supporter engagement team is to deliver to supporters experiences of Greenpeace and our campaigns that truly engage them. We look to develop a sense of belonging and community, so each supporter feels like a member of **our** team and that their individual support counts. We want our supporters experiences with us to be different, better and more rewarding than any other organisation in NZ.

In order to maintain our independence Greenpeace does not accept donations from government or business. This means we are entirely funded by the generous donations of our individual supporters. Moreover our power as an organisation comes from the fact that when we advocate for the well being of the environment we do so with the support of more than 60,000 NZ supporters; decision makers are compelled to hear what we have to say. We have an important role in educating our supporters about the urgent issues we work on, offering them solutions and inspiring them to act with us.

The purpose of the Telefundraising programme is to connect with supporters to increase engagement levels, and to increase financial resources for Greenpeace NZ by inspiring increased giving by current Greenpeace supporters and by adding new members to our supporter base. The programme works to strengthen our relationships with our supporters and ensures contact details for supporters are kept up to date, so their support can continue.

Your role is to contact the public as well as current and previous Greenpeace supporters and upgrade or renew or gain their support. The calling is efficient and upholds the professional standards as well as the aims, value and reputation of Greenpeace and the

Telefundraising Programme. All conversations should be positive and solution orientated, so that the individual can feel a connection between the giving of funds to Greenpeace and the achievement of positive change.

You will also seek to ensure contact and credit card or direct debit details for supporters are kept up to date, so their support can continue. The calling is done from our Mt Eden and Kingsland offices and you are supported by your Team Leader who will arrange the distribution of calls, weekly meetings and ensure there is ongoing campaign updates, coaching and support.

SCOPE

You will be working in the national office which has an income of approximately NZ \$8 million. The telefundraising team will consist of around 30 staff. At the moment we have over 60,000 supporters.

SKILLS AND REQUIREMENTS

- Passion for the environment and the issues on which Greenpeace campaigns.
- Previous sales, fundraising or telemarketing experience an advantage.
- Self driven with a positive attitude
- Ability to reach and exceed targets
- Ability to take on coaching and advice.
- Strong verbal communication skills
- Ability to build rapport over the phone and deal with rejection without becoming discouraged.
- Professionalism, reliability and punctuality
- Team player

KEY DUTIES AND RESPONSIBILITIES

Administration and Meetings

- Ensure accurate recording of contact details, credit card or direct debit details.
- Ensure your computer, lights and heaters are turned off, windows shut and your dishes are returned to the kitchen and washed at the end of the night.
- Contribute to weekly meetings.
- Participate in regular coaching sessions.

Performance Expectations

- Work to achieve and exceed the key fundraising and calling targets, which include; contacts per hour, income per hour and conversion rate.
- Be willing to take on feedback and advice and participate in coaching to constantly improve your performance and calling techniques.
- Maintain a focus on your responsibilities as a fundraiser for Greenpeace NZ.

Working with team-members

- Actively participate in weekly team meetings.
- Maintain a commitment to your rostered shifts and hours.
- Work in a productive and positive way.
- Be willing to support and inspire your team-mates that you work alongside.
- Take a proactive role in learning, achieving and developing throughout the phone room programme.
- Manage your time and carry out your role with minimal supervision.

Communication

- All conversations with the public should be positive. The individual should feel a connection between the giving of funds to Greenpeace and the achievement of positive change.
- Seek support or training from your team leader when necessary.
- Promote the values and ideals of Greenpeace in your conversations with the public.

Attitude

- Passion for the environment and the issues on which Greenpeace campaigns
- Self driven with a positive attitude
- Autonomous; professional attitude, reliable and punctual
- Tenacious
- Enthusiastic

SPECIFIC WORK ENVIRONMENT

Part time:

- 15 hours working week
- Hours: 5pm - 8.45pm Monday to Thursday

Full Time:

- 37.5 hours working week
- Hours: 12.15pm – 8.45pm Monday to Thursday, 12.15pm – 6.15pm Friday