

GREENPEACE

AOTEAROA/NEW ZEALAND

Job description

Job title:	Telefundraiser In house / Remote Working Team
Division:	Fundraising
Unit:	Telefundraising
Grade:	Purple
Valid from:	1 September 2020
Remuneration:	\$23.10 per hour + weekly bonus
Reports to:	Contact Centre Manager

OVERVIEW

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 wellbeing 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.

PURPOSE OF THE JOB

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 Remote Working Team is part of the Telefundraising programme. As a remote Telefundraiser, you will work outside of our offices at your identified primary place of work. You will receive support from our Contact Centre Manager, Performance Manager and a Team Leader who will arrange the distribution of calls, weekly meetings and ensure there is ongoing campaign updates, coaching and support.

SCOPE

The Telefundraising Team has 3 Units. An inhouse team based at our head office in Auckland consisting of up to 30 callers; a contracted Agency team; and a remote working team.

REQUIREMENTS FOR REMOTE WORKING TEAM

Due to the remote nature of this role, the following criteria must be met for all who are part of that team.

WORK ENVIRONMENT AND TECHNICAL CRITERIA

- You must have a secure location to work from and that your workspace is set up as per the health and safety guidelines which will be provided to you
- Within your secure location there is a space that allows you to work independently from others so as to ensure supporter details are kept safe
- You will provide your own desktop computer or laptop which meets the minimum requirements as listed in Appendix A
- You are required to supply your own internet connection that meets the minimum requirements to run our programs and software as listed in Appendix A
- You will use Google Chrome browser and ensure that this is updated as required to enable use of our calling software, ContactSpace.

KEY DUTIES AND RESPONSIBILITIES

Performance

- 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.
- Ensure accurate recording of contact details, credit card or direct debit details.
- Participate in regular coaching sessions.

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.

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.

SKILLS

- 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
- High level of computer literacy

Working Hours:

Hours of work vary for our inhouse and remote teams and are outlined as below. These times can be amended at any time by mutual agreement.

In house telefundraising team

Hours of work are as follows and will be agreed upon recruitment.

Part time:

- 15 hours working week
 - Monday to Thursday shifts are 5pm to 8.45pm

Full Time:

- 37.5 hours working week
 - Monday to Thursday shifts are 12.15pm to 8.45pm
 - Friday shifts are 12.15pm to 6.15pm

APPENDIX A - TECHNICAL REQUIREMENTS

Minimum internet capability

Internet broadband: VSDL/ADSL/FIBRE

Voice: 512 kbit/s (approx.)

Data: 512 kbit/s (approx.)

Total Minimum available: 1024kbps/s (approx.)

Minimum desktop computer/ laptop capability

	Browser Only		Softphone/WebRTC	
	Minimum	Recommended	Minimum	Recommended
Processor	i3 2.4 GHz and above	i5 2.9 GHz and above	i3 / i5 2.4 GHz and above	i5 / i7 2.9 GHz and above
System Memory	8Gb	8Gb	8Gb	8Gb
Hard Disk Space	10Gb Free	20Gb after installation	10Gb Free	20Gb after installation
Operating System	Windows 10 Mac OS X 10.10	Windows 10 Mac OS X 10.10	Windows 10 Mac OS X 10.10	Windows 10 Mac OS X 10.10
Internet Connection	Constant Internet connection	Constant Internet connection	Steady 512kbps	Steady 1024kbps
Sound	N/A	N/A	Full-duplex USB headset	Full-duplex USB headset
Web-Browser	Chrome	Chrome	Chrome	Chrome