

**Position Description**

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| **Position Details** | | |
| Role title: | Team Leader, Member Engagement & Retention | |
| Reports to: | Manager, National Membership Engagement | |
| Location: | Melbourne | |
| Department: | Membership Engagement | |
| Award: | Non-award | |
| Classification: | Non-award | |
| Hours of work: | Full time 38 hours | |
| Tenure: | Fixed Term 2 Yrs | |
| Date: | July 2021 | |
| **Position Purpose** | | |
| Reporting to the Manager, National Membership Engagement and working as a part of a collaborative team, the Team Leader Member Engagement & Retention is responsible for executing strategies that will target membership growth and retention of cohorts including lapsed members, potential new members and existing members. | | |
| **About AASW** | | |
| The Australian Association of Social Workers (AASW) is the peak body for social workers in Australia, with approximately 14,000 members. We set the benchmarks for professional education and practice in social work and have a strong voice on matters of social justice, human rights and issues that impact upon the quality of life of all Australians.  The AASW operates from a national office (Melbourne) and a network of 9 branches delivering education, programs and services, advocacy, networking, and connection for the benefit of members and the social work profession. | | |
| **Our Values** | | |
| AASW employees are expected to operate in accordance with the aims and intent of our shared values.  Respect   * Trust; True openness; Compassion; Self-awareness and reflection   Collaboration   * Support each other; Teamwork; Shared vision; Being united and collegiate; Enjoy your time at work and have fun   Integrity   * Responsibility; Courage; Authenticity   Accountability   * Be engaged and contribute; Deliver outcomes   Responsiveness   * Self-awareness; Flexible; Agile; Curiosity | | |
| **Position Performance Indicators** | | |
| Customer Service [Service delivery to our members]   * All member enquiries responded to within 48 hours * Ensure all new members receive personal phone call with 48 hours of membership application being approved   Sales   * An average of 84 new full members per month to be added (no previous membership history) * An average of 84 new student members per month to be added (no previous membership history) * An average of 84 new graduate members per month to be added (no previous membership history)   Member Retention rates   * Target Member Retention rates for 2021-22 – 80% to 82.5% * Target Member Retention rate for 2022-23 – 82.5% to 85%   Projects   * Delivery of project milestones to plan and on time.   The above KPI’s may change unilaterally by management from time to time. | | |
| **Key Areas of Accountability** | | |
| **People Management & Leadership** | | |
| * Lead, motivate and coach team members to apply, share and develop their knowledge, skills and expertise to achieve effective service delivery outcomes. * Identify and implement strategies to support collaboration, knowledge and information sharing and a streamlined, coordinated approach to engaging with AASW's specialist service providers. * Be the primary point of contact and accountability for the operational and service delivery requirements (including budget preparation and management) of the business unit. | | |
| **Membership Service** | | |
| Participate in and support the team to:   * Provide a primary point of contact for all member enquiries via allocated call centre time periods. * Understanding and striving to meet or exceed call centre metrics while providing excellent and consistent customer service. * Provide a professional and courteous customer service to all enquiries and communications in line with AASW policies and agreed timeframes * Participate in outbound and inbound member activities and campaigns * Ensure a thorough understanding and awareness of AASW programs and membership benefits to ensure quality of service * Ensure and maintain integrity and accuracy of the membership database * Taking part in training and other learning opportunities to expand knowledge of association and position * Day to day office administration tasks. * Participate in the membership on-boarding process. | | |
| **Member Sales** | | |
| * Participate in the development and drive the implementation of strategies targeting new member sales. * Participate in and support the team to: * Process membership applications and renewals through the AASW membership system, including payment handling, follow up pending memberships, contacting members with outstanding documentation and/or payments. * Understand and explain membership benefits in relation to the client’s requirements. * Identify new memberships and encourage existing members to renew by understanding their individual needs. * Actively understand why new members are joining the Association to develop member profiles. * Actively drive the development and implementation of membership recruitment and retention campaigns * Actively making sales or recommendations for products or services to enhance member needs. * Making sales or recommendations for products or services that may enhance member needs. | | |
| **Member Retention** | | |
| * Participate in the development and drive the implementation of strategies targeting member retention by: * Capturing relevant and meaningful data and information on lapsed memberships. * Developing and driving the implementation of strategies to engage with lapsed members. * Directly participating in outbound calls direct to lapsed members to encourage membership renewal. | | |
| **Key Compliance Requirements** | | |
| All AASW employees are required to:   * Comply with all AASW policies, procedures and code of conduct. * Operate in accordance with relevant statutory and regulatory compliance obligations including: Work Health & Safety, Privacy, Finance Management, Record Keeping and Equal Opportunity in employment and service delivery; and * Participate in relevant training and awareness programs relating to compliance obligations and areas of accountability.   A police check and other checks may be required as part of the selection process or during your period of employment. | | |
| **WHS Inherent Job Requirements** | | |
| AASW will take all reasonable steps to accommodate the abilities and needs of all staff members and prospective staff members within the inherent job requirements of the role.  The requirements may include:   * Attendance, representing and public speaking at AASW functions and AASW approved events * Sitting or standing at a desk for extended periods of time * Manual handling * Use of computer screen for extended periods of time * Managing peak work demands * Undertake after hours work * Ability to undertake interstate airline travel if required from time to time * Communicating around emotive subjects involved in the social work sphere, such as mental health, child protection, disability, sexual orientation and family violence | | |
| **Core Competencies and Capabilities** | | |
| These competencies and capabilities are fundamental requirements.  Personal Responsibility   * Complies with the AASW Code of Conduct at all times. * Anticipates and adapts willingly to changing demands and situations. * Takes personal responsibility for awareness and compliance with all procedures, standards, practices, and policies of the AASW in so much as they apply to the relevant position. * Willingness to acquire new skills and willingness to undertake further training.   Regulatory Compliance – Safety, Health, Environment, Ethics and Privacy   * Assists in the provision of a safe and healthy workplace by identifying and responding to hazards in an appropriate manner. * Ensures a strong awareness and compliance with Regulatory Standards to ensure ongoing privacy, safety, and security of stakeholders, and takes appropriate preventative measures to minimise the risk of adverse incidents.   Promotes and Communicates   * Promotes initiatives in their work area to ensure effective performance and achievement of the objectives. * Promotes a team spirit and communicates effectively and professionally with fellow employees, management, members, suppliers, and service providers.   Service Quality and Efficiency   * Maintain service quality and efficiency and take part in quality assurance processes. | | |
| **Key Selection Criteria** | | |
| **Essential Requirements** | | |
| * Demonstrated experience in a customer service environment with demonstrated KPI’s * Previous team management / leadership. * Business development and/or sales background experience including customer retention and recruitment. * Highly developed communication skills [active listening, verbal and written]. * Professional/confident phone voice. * Proficiency with computers, especially with CRM and LMS systems and processes, and strong typing skills. * Ability to manage challenging/ difficult conversations. * Strong time management skills. * Adaptability and accountability. * Well-developed project management, administrative, data analytical and organisational skills. * Excellent communications skills. * Enthusiastic with a positive can-do attitude. * Ability to manage competing priorities. * Commitment to innovation and continuous quality improvement. | | |
| **Desirable Requirements** | | |
| * Salesforce knowledge/experience highly desirable * Previous experience in working in a member-based organisation or association | | |
| **Approval** | | |
| Cindy Smith  CEO |  |  |
| Signature: | Date: |

**Acknowledgment**

* I understand I may be required to undertake alternate tasks and duties as may be required from time to time which are not listed in this statement, as directed by my manager.
* I will provide assistance to other employees as may be reasonably required.
* This position title, reporting line and duties may change in the future in accordance with changes to the organisation structure.
* I acknowledge and have read and understood this Position Description and agree to carry out my duties to meet these outcomes to the best of my ability.

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| **Employee Acceptance** | | |
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| Print name: | Signature: | Date: |