

GREENPEACE NORDIC

Job Description

Department: Fundraising

Location: Stockholm, Sweden

Job title: Swedish Telefundraising Manager

Reports to: Fundraising Manager, Sweden

Band: Bb Fulltime, salary level in band is dependant on experience

General description/Purpose of the job

As a department our key responsibility is to maximise income from individual donors by inspiring and engaging them to build effective committed relationships. As part of Greenpeace's values we do not accept money from governments, corporations or political parties. We aim to ensure a cost effective, ethical and sustainable fundraising base from individual donors, family foundations and the Postkodlotteriet to meet the organisation's needs.

Our objectives are to:

- Achieve income and expenditure targets.
- Engage donors, supporters and prospects through inspirational direct phone communication.
- Upgrade our donors to higher giving levels and increase retention for people reached.
- Establish a variety of telemarketing programs and tactics to acquire and retain donors.
- Promote Greenpeace's campaign goals and objectives.
- Broaden the appeal of Greenpeace.

This full-time role based in Stockholm is responsible for leading the development and delivery of telefundraising programs in Sweden and ensuring the program reaches income, donor growth, retention, and expenditure targets outlined in the strategic plan. In this position, you will manage relationships with telemarketing agencies in Sweden and you may also have staff management responsibility. You will be part of Nordic Telefundraising team and will work closely with other fundraising colleagues across Nordic.

MAIN RESPONSIBILITIES:

Strategy and Budget

- Development and implementation of annual and long term strategies, and associated budgets for the telefundraising programs in collaboration with Line manager and the Nordic team
- Manage, monitor and optimise the Swedish telemarketing programs to ensure the annual income meets targets, and donor number objectives are achieved
- Deliver weekly, monthly and quarterly reports on progress and budget and when needed action plans
- Monitor and develop tests for the new opportunities, technologies, payment methods and payment portals
- Stay abreast of upcoming techniques in telefundraising

Program Management and Implementation

- Develop optimal data requests and segmentation, and report on / analyse results needed for optimization of programs.
- Identify, test and rollout opportunities for new payment and sign up methods.
- Manage relationships with telemarketing agencies on both operational and strategic level, including selection and testing of agencies, contract negotiations, development of scripts, script training of teleagents, ongoing briefings at agencies, evaluation of phone calls, coaching and feedback to final evaluation and further recommendations
- Frequent visits to the agencies sites to ensure good collaboration and connection with Greenpeace
- Manage any designated staff that might be allocated to support Telefundraising program in Sweden
- Collaborate closely with Fundraising administrator and Donor Care team on the handling of telefundraising files, evaluation of phone calls, ensuring correct debits on time and timely feedback to the agencies
- Investigate and understand phone append opportunities and keep updated on the latest techniques for tests to improve contact rates.
- Coordinate with Relationship Marketing Team approach and timing for relevant segments in the Supporter Journey
- Coordinate with Digital Team to secure optimal timing and approach for conversion of lists into monthly direct debit
- Get involved in TM networks to stay updated on latest trends and techniques in a rapidly developing area.
- Investigate opportunities for increased acquisition including but not limited to lead generation for canvassing, affiliate networks, donor profile analysis, etc.
- Ensure that all telefundraising activities complies with local legislation, GDPR, and keep up to date with all relevant charity law, regulations and codes of practice.
- Maintain and/or oversee the maintenance of accurate records and of telemarketing KPI's.
- Maintain or oversee the comparison of agency numbers with actual database numbers.
- Develop Q&A's to deal with potential complaints internally and externally.

Other

- Participate in Greenpeace meetings and skill shares whenever appropriate
- Participate in weekly office and other meetings in the department or all Nordic staff meetings and regular meeting with your line manager
- Cover for the line manager and / or other team members in their absence
- Frequent travels to be expected
- Undertake any other duties appropriate to the position, as delegated by the line manager, upholding a principle that at least 20% of the working time can be expected to be used on work outside one's own area

REQUIREMENTS:

Experience

- 3+ years of experience with telemarketing in a management role
- Significant experience in managing high volume programs spanning both acquisition and donor development

- Staff management experience
- Experience in data analysis and segmentation
- Experience in contract negotiations and management of external partners
- Strong knowledge and practical understanding of marketing and / or fundraising

Management Qualities

- Ability to support and guide colleagues, manage multiple projects, work to a timeline, work with sensitive information, work with minimal supervision, coaching skills, training skills, deal with stressful situations and meet deadlines.
- Able to inspire team spirit

Language

- Fluent writing and verbal skills in Swedish.
- Excellent writing and verbal skills in English.

Communication

- Builds and influences relationships, including internal or external networks or partnerships that relate to own field of work or delegated area of responsibility.
- Requires a high level influencing, persuading and negotiating skills.
- Ability to accurately identify problems and quickly move to a satisfactory resolution.
- Possibility to participate and assist in skill shares within the Nordic Fundraising Department, and Greenpeace's international fundraising community.
- Capable of maintaining accurate information systems and procedures.
- Able to ensure that development of telemarketing plans (activities, budgets, time schedules, KPI's) are communicated clearly.

Analysis & Decision Making

- Regularly required to analyze issues and solve problems of various complexity.
- Required to develop and recommend innovative solutions that may cross a number of areas, within own area of knowledge, and that are likely to impact on achievement of the department or over-arching Greenpeace Nordic objectives.
- Capable of setting up relevant benchmarks.

Planning & Resources

- Plans, prioritizes and organizes the work of self and others in a team or on major complex projects.
- Allocates work, sets and reviews goals, assesses risks and demonstrates knowledge of interdependencies with other areas of work and Greenpeace Nordic priorities.

Key Performance Indicators

- Outcome of individual goal evaluations during the Performance Review Talk
- Levels of income generated as a result of work
- Program evaluations
- Level of strategic, long-term development of projects
- Level of information accessibility/retrieval
- Level of accuracy in budgets and LTV calculations
- Level of specific budget targets achieved
- Level of evaluation recommendations implemented
- Level of innovation and development