



Save the Children
New Zealand

JOB DESCRIPTION

JOB TITLE:	CUSTOMER RELATIONSHIPS MANAGER
LOCATION:	NATIONAL OFFICE
REPORTING TO:	DIRECT MARKETING MANAGER
DIRECT REPORTS:	NONE
FUNCTIONAL RELATIONSHIPS:	<p><u>Internal</u></p> <ul style="list-style-type: none">• Chief Executive Officer• SCNZ board sub-committees• National office staff <p><u>External</u></p> <ul style="list-style-type: none">• Other International Save the Children Alliance members• Save the Children programme partners• NZAID and other major donors• Funding agencies and strategic business partners• Members of the aid and development community• Volunteer network

Save the Children

Save the Children New Zealand ('SCNZ') is a non-government organization that fights for children's rights worldwide. It is part of the International Save the Children Alliance (the 'Alliance') which is made up of 28 member countries who work together pooling resources to carry out joint programmes in more than 120 countries around the world. Together Alliance members implement more than US\$1.3 billion worth of development projects annually.

Save the Children's values are based on the United Nation's Convention on the Rights of the Child ('UNCRC') and the Universal Declaration of Human Rights, both of which share the conviction that all people are of equal worth, that children have rights, and that everybody has a responsibility to make these rights a reality. The UNCRC requires governments to ensure that children's rights are respected, and Save the Children works with others to advocate this goal. Save the Children's mission is to fight for children's rights and deliver immediate and lasting improvements to children's lives worldwide. Its vision is to work for:

- A world which respects and values each child.
- A world which listened to children and learns.
- A world where all children have hope and opportunity.

Context:

This is a time of significant change that brings new opportunities and challenges for SCNZ and the Alliance.

SCNZ has traditionally maintained a risk-adverse stance, operating using more traditional fundraising methods and there is consequently room to develop more innovative fundraising strategies, especially around customer service and retention.

Purpose of the position:

To develop and execute the Digital Marketing strategy, while providing .

Key Performance Indicators:

- Website displaying innovative content
- Adoption of new technology and clear strategy around its use
- Donor queries answered promptly and to their satisfaction
- High level of donor satisfaction

Responsibilities

Tasks		Expected Results
1	E-Marketing	<ul style="list-style-type: none"> • Introduces new marketing technologies, in liaison with the Communications advisor, including social media and web marketing • Manages the SCNZ websites including the e-commerce pages • Creates web-based promotions • Develops and manages social marketing and web based communities

		<ul style="list-style-type: none"> • Manages the relationships with suppliers of electronic services, including web services, email deployment and creative design • Achieve revenue targets for e-marketing as set in the annual business plan, including development of the pricing strategy.
2	Donor Services	<ul style="list-style-type: none"> • Support donors by meeting their needs through processing donor and volunteer queries and fulfilling their requirements via phone, fax, mail and email • Work with the Direct Marketing Manager to manage the direct and tele-marketing agency's relationship with customers and use of customer information
3	Other	<ul style="list-style-type: none"> • To assist the Direct Marketing Manager in ensuring consistent messaging and design across all DM campaigns • To help with marketing initiatives to supports such as the writing and distribution of newsletters and general copywriting for advertising and marketing collateral.

Any other duties requested by the Direct Marketing Manager.

Person specification:

1. A relevant tertiary qualification
2. An individual with a proven track record in implementing multi-disciplinary marketing activities within tight timescales
3. Experience in using CRM databases
4. Excellent data entry skills with a high level of accuracy
5. A high level of personal integrity and responsibility
6. Enthusiasm and ability to work as part of a team
7. Excellent communication skills both written, and oral
8. Willing to suggest improvements to processes and systems where necessary
9. Customer service orientated
10. Innovative approach to problem solving and new media usage
11. Understanding of and commitment to the goals and aspirations of Save the Children