Position Details

Title:	Customer Experience Manager
Organisation:	Mother's Day Classic Foundation
Work Location:	Office 101, Level 1, 13 Cremorne St, Cremorne VIC 3121
Total FTE:	Part time 3-4 days per week (0.6/0.8 FTE ability to scale to 4 days in key campaign period)
Position Reports To:	GM of Customer Experience and Fundraising
Direct Reports:	Annual fixed-term contract roles of Customer Experience Assistants (Fulfilment, Customer Services and Teams Management)

Function Purpose

The Mother's Day Classic Foundation is seeking a Customer Experience Manager to manage customer (participants, fundraisers and donors) queries and feedback, including complaints, and assist with the management of event registration and fundraising data, customer relationship management (CRM) systems and performance reporting. With large volumes of data communicating between fundraising platforms, registration platforms and the Salesforce CRM, this role requires strong analytical skills to coordinate, manage and report on the relevant systems.

This role will also manage merchandise and bib/timing tag fulfilment and the systems and system reporting (e.g. Smartsheet and Rosterfy – volunteer management) utilised by the MDC Team to improve efficiency, effectiveness and processes.

Key Accountabilities

Manage systems and oversee the customer experience as required in the following areas:

Customer Relationship Management (Salesforce)

- o Manage the day-to-day configuration, maintenance and improvement of the CRM platform, Case Management system, data and supporting systems
- o Enhance the overall user and participant experience through implementation of new features
- o Maintain the accuracy of data within the CRM and supporting systems
- o Generate segmented reports as required
- o Relationship management with CRM provider (Salesforce)
- o Assist team members in the effective reporting on customer data
- o Lead staff and stakeholder Case Management training
- o Advise management on relevant Salesforce improvements and progression

Reporting and analysis

o During the campaign period, develop deliver and analyse weekly reports to the team including data related to participant registrations, revenue, fundraising, donations, merchandise sales, race kit fulfilment, etc.

o Assist the MDCF team with the setting up and/or self-service of any functional area specific reporting

o Coordinate the analysis of year-on-year trends as a measure of performance

o Manage and analyse post-event survey results and feedback

o Manage the collection of statistics for the annual post event report with data relating to registrations, fundraising, demographics of participants / fundraisers and survey results

o Support staff with exporting and analysing specific reports as required

o Provide customer service support for technical questions related to data systems

Customer experience and stakeholder service and support

o Design and implement customer service processes to best manage enquiries year-round

o Manage and respond to incoming event enquiries (via phone, email and social media) from participants, fundraisers and teams (additional resource employed during campaign)

o Analyse enquiries and trends, implementing improvements and any rectification measures

o Maintain Frequently Asked Questions log,

o Manage a small team of customer service contractors during the campaign period.

Merchandise and Bib/timing tag Fulfilment

Responsible for overseeing merchandise and bib/timing tag fulfilment from inventory tracking and order processing to reporting, analysis, and process improvement (including managing 3rd party suppliers), ensuring efficient operations and customer satisfaction.

o Maintain accurate records, track stock levels, and conduct audits.

o Oversee the end-to-end ordering process, ensuring timely and accurate shipments.

o Generate reports on merchandise performance and sales trends.

o Identify opportunities to streamline workflows and enhance efficiency.

o Address inquiries, resolve issues related to merchandise orders or deliveries, and facilitate returns or exchanges to ensure a positive customer experience.

Registration and Fundraising System Management

o Creation and management of reporting on event registrations, revenue, teams and fundraising, donations as required, for all stakeholders

o Support and train MDCF staff and stakeholders, as required, on registration and fundraising system requirements and reporting

o Monitor customer service queries arising from event registration and fundraising system and make necessary improvements

Project Management Systems

o Work with MDCF systems and project management tools including Smartsheet and volunteer Rosterfy

o Other tasks as required.

Qualifications/ Experience

- Experience in managing customer databases and CRM systems – Salesforce essential (preferably within the non-profit sector)
- Digital customer experience skills and proficiency
- Demonstrated experience in managing an event registration and fundraising system and/or member database (Funraisin system experience highly favourable)
- Advanced Microsoft Excel skills
- Requires strong analytical skills, with the ability to interpret data and perform accurate calculations
- Strong customer service and problem-solving skills
- Excellent time management
- Strong written and verbal communication skills
- Positive attitude with ability to prioritise and be proactive

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Key Competencies

- Customer Service
- Data Analysis
- Planning & Organising
- Initiative

- Attention to detail
- Problem Solving
- Flexibility
- Enthusiasm

Benefits (pro rata where applicable) available at the MDCF include

– 13% superannuation

– 4 additional 'rostered' days off (1 per quarter) for FTE (pro-rata for part time employees)

– Additional 3.5 days annual leave between Christmas and New Year (after 12 months of service)

– Flexible working arrangements are supported

Applications close **Friday 20 September 2024**, however, interviews may commence before the closing date.