

Member Recruitment & Retention Coordinator

Position Description

Directorate:	Membership, Volunteers and Regional Operations
Reports to:	Manager, Member and Youth Engagement
Direct reports:	NIL
Location:	This position will be based at State Support Office and will work closely with the Regional Directors and their locally based teams within each Region.
Primary position objective:	Implement state-wide membership programs, systems and initiatives to enhance member attraction, retention and engagement, working collaboratively with the Regional Operations team, Regional Councils and Conference Presidents.

The St Vincent de Paul Society is an Equal Employment Opportunity Employer

Directorate overview

This position is in the Membership, Volunteer and Regional Operations directorate. The teams within the directorate and their functions are:

The Member & Volunteer Programs Team is responsible to state-wide member and volunteer strategy and engagement; member and volunteer recruitment and onboarding; Conference support; youth and schools' strategy and engagement; and learning and development needs identification. It is also responsible for state-wide program management and will support local delivery of membership programs, services and assistance including NILS, ERF, Vinnies Vans, Twinning and other emerging programs.

Regional Operations: this team is responsible for local implementation of conference engagement; member, youth and schools engagement; volunteer engagement; WE CARE process; regional leadership; community engagement; community needs analysis; and enabling functions coordination.

Accountabilities and responsibilities

The Member Recruitment & Retention Coordinator will:

- Contribute to the successful implementation of the Strategic Plan within their team.
- Implement attraction and engagement strategies to support and enhance member engagement and care (including actively considering new and alternative models of membership to reflect diversity in the community and respond to regional needs).
- Lead on strategies and activities to support, develop and implement member recruitment in key locations against set targets.
- Monitor the implementation of the Member Strategy and identify opportunities to improve and increase member recruitment
- Work collaboratively with regional colleagues to help ensure an accurate database of active members is in place, including support for the collection of all relevant member information.
- Contribute to the development and implementation of policies and procedures at the Society as they relate to Membership and assist with processes to ensure monitoring and compliance with these policies.
- Working collaboratively with the Member and Community Engagement teams, support leaders (conference presidents) and members to undertake planning, relationship building and succession planning within their conferences.
- Develop strong relationships with Regional teams, including Member and Community Engagement employees, to support their work and to drive strategies that are context-driven and relevant for local regions.
- Coordinate and monitor the implementation of effective engagement strategies for members and youth ensuring that they have a sense of belonging and are recognised and valued for their significant contribution.
- Contribute to the delivery of effective internal communications for members across NSW, including supporting the learning needs of members at times to use communications platforms, such as e-newsletters.
- Help ensure that effective and consistent systems are in place state-wide to undertake pre-engagement checks (National Criminal History check, and where required Working With Children Check) for members; and monitoring systems are in place to help ensure compliance requirements are met. This includes the pre-engagement checks, the organisation's Code of Conduct, Member Charter; and Workplace Health and Safety program.
- Contribute to a safe working environment for members, staff and volunteers by adhering to the Society's workplace health and safety practices.
- Contribute to the implementation of effective risk management procedures to ensure compliance with legal, employment and governance requirements.

Critical Key Performance Indicators (KPIs)

- Improve member experience and engagement.
- Ensure set targets, developed collaboratively with Regions, for membership recruitment are met
- Coordinate member engagement initiatives and communication strategies effectively.

Key working relationships

In addition to the Manager, Member and Youth Engagement and their direct reports, the Member

Recruitment Coordinator will foster close working relationships with:

- Regional Directors (Regional Operations team);
- Member and Community Engagement Coordinators (Regional Operations team);
- Manager, Policy and Advocacy and team (Strategy and Governance);
- Essential criteria

Critical capabilities

There are nine capabilities expected of all employees across the Society:

- **'People we serve' centric:** (Level 2) Enable the delivery of high-quality services that provide a hand up for the people we serve.
- **Values based leadership:** (Level 2) Enable individuals and teams to be guided by the Society's mission, vision, values and lay Catholic heritage.
- **Impact focus:** (Level 2) Enable others to deliver positive impact through informed decision making and efficient and effective use of resources.
- **Collaboration:** (Level 3) Manage collaboration with Conferences, directorates and teams to create opportunities, solve challenges, foster the Society's mission and implement the Strategic Plan.
- **Change leadership:** (Level 2) Support others to engage with and adapt to change.
- **Team performance:** (Level 2) Motivate and manage individual and team performance and develop their capabilities.
- **Digital engagement:** (Level 3) Manage virtual, dispersed teams and stakeholders using digital tools.
- **Innovation and improvement:** (Level 3) Facilitate an improvement in existing and new services, and ways of working.
- **Financial acumen:** (Level 2) Enable others to use the Society's resources responsibly and keep expenses within budget.

Role-specific criteria

- Relevant tertiary qualification/s in human resources, communications, learning and development, human services or equivalent relevant experience in a related field.
- Experience developing and implementing engagement and communication strategies in metropolitan and regional areas.
- Demonstrated experience supporting organisations to grow their community footprint effectively, preferably in a member-based organisation.
- Proven communication and interpersonal skills across a range of mediums.
- Proven project management skills and the ability to manage competing priorities.
- NSW driver licence.

Desirable criteria

- Experience working in a membership-based organisation to support and empower members and volunteers.
- Experience working in the member and youth engagement related sectors.

