



PREPARING YOUR JOB APPLICATION

- To prepare your application please complete the following;
 - Review the mission and ministry distinctives outlined on page 2
 - Review the position description outlined on page 3 - 4
 - Develop a 1 – 2 page cover letter outlining;
 - Why you are interested in the role.
 - How you would fit with Compassion's organisational identity and culture and
 - How your skills and experience suit the role.
 - Develop a concise resume outlining your qualifications and employment history.
 - Respond to the screening questions the online application form

CONTACT US

- If you have any questions regarding the role, please email peopleandculture@compassion.com.au

ESSENTIAL INFORMATION ABOUT COMPASSION

MISSION

Compassion exists to release children from poverty in Jesus' name.

DISTINCTIVES

Christ-centred: We are dedicated to caring for the poor in response to God's call and giving hope to the hopeless by spreading the Gospel of Jesus Christ in an age-appropriate, culturally relevant and non-coercive way.

Child-focused: Children are the hardest hit by poverty, the least able to change their circumstances, and at the heart of Jesus' ministry. We address the holistic needs of the individual child so that they can become responsible and fulfilled Christian adults and change agents in their communities.

Church-based: We partner with local churches to implement our holistic child development model because they are uniquely placed to understand the real needs of their community and foster an environment of stability.

STATEMENT OF FAITH

1. **WE BELIEVE** the Bible is the inspired, the only infallible, authoritative Word of God.
2. **WE BELIEVE** there is one God, eternally existent in three persons: Father, Son and Holy Spirit.
3. **WE BELIEVE** in the deity of our Lord Jesus Christ, in His Virgin birth, in His sinless life, in His miracles, in His shed blood for the remission of sins, in resurrection, in His ascension to the right hand of the Father and in His personal return in power and glory.
4. **WE BELIEVE** salvation is found only through Jesus Christ and requires individuals to acknowledge their sin, accept His forgiveness and repent.
5. **WE BELIEVE** that for the salvation of lost and sinful man, regeneration by the Holy Spirit is absolutely essential.
6. **WE BELIEVE** in the present ministry of the Holy Spirit, by whose indwelling the Christian is enabled to live a godly life.
7. **WE BELIEVE** in the resurrection of both the saved and the lost; they that are saved unto the resurrection of life and they that are lost unto eternal separation from God.
8. **WE BELIEVE** in the spiritual unity of believers in the Lord Jesus Christ.
9. **WE BELIEVE** Jesus established the Church to carry out ministry on earth.

Journeys Manager – Individual Supporter

Section Team: Brand Experience

Reports to: Channel Strategy Lead

Primary Purpose

The Journeys Manager is a highly cross-functional role responsible for the translation of neighbour insights into brand experience journeys for individual supporters across Compassion AU's core products.

They are responsible for the translation, application, and implementation of 'ideal-state' journeys developed from best-practice market research on our individual supporters. This includes baseline journeys, welcome journeys, and exits journeys across Compassion's core products.

They will work directly with current journey owners in other functional groups and departments (UX, campaigns, technology, call centre, and practice managers) to map current processes against ideal-state journeys and their corresponding service blueprints. Their work will ensure an intentional, research-based, and seamless supporter experience across every brand touchpoint.

They will be responsible in an ongoing way for all individual supporter journeys and service blueprints and ensuring they meet the strategic needs of the organisation. This includes regular iterations of the journeys based on new insights and identification of gaps in the existing supporter experience.

Key Accountabilities

- Designs, owns, and iterates journey maps and, in consultation with internal stakeholders and journey research, develops service blueprints for individual supporter segments based on stakeholder input and insights. This includes mapping individual supporter journeys and identifying all the touchpoints supporters have in their experience with Compassion (including baseline supporter journeys, contextualised journeys for market segments, and non-supporter journeys). This includes all interactions, transactions, and engagements, from initial product engagement to ongoing engagement and support.
- Works cross-functionally with departments and subject matter experts to practically implement service blueprints. This includes instigating and overseeing projects (either as PM or SME) that adapt and correct broken or fragmented parts of the supporter journey. Liaise with team members working in UX, content, campaigns, contact centre, practice managers, technology, and product, so that all the lifetime user journey is fulfilled for specific market segments of individual supporters and gaps are identified and resolved.
- Gather journey analytics for established journeys to measure supporter behaviour against desired outcomes. Optimise journeys based on supporter feedback and experience.
- Provide direction and leadership to journey owners in all other departments and teams. Champion ideal-state and best-practice journeys based on neighbour insights. Guide journey owners on undertaking test and learns for their specific part of the supporter journey.
- Implement cohesive, tailored, and efficient journeys across the organisation, resulting in maximum value service experience for the individual supporter across the omnichannel mix.

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| Job Family: Marcomms | Band: 4 | |

Selection Criteria (Job Specific Skills, Knowledge & Qualifications, Experience)

- Tertiary qualifications in digital marketing, product marketing or lifecycle management, business analysis, project management, customer experience management, or similar.
- 2+ years focused experience translating data and market research into actionable customer-centric journeys and business processes.
- Demonstrated ability to guide cross-departmental teams towards the implementation of new systems and processes according to customer feedback.
- Demonstrated ability to develop, systemize and implement service blueprints for large database.
- Ability to take high-level, birds-eye view of entire customer journey and identify gaps to be resolved and ability to influence teams to resolve these gaps.
- Demonstrated ability to identify key cross-selling and up-sell opportunities within the customer lifecycle.
- Experience in translating data and market research into actionable processes and systems
- Strong systems-thinker with the ability to assess existing versus ideal-state processes.
- Salesforce CRM and Marcomms capabilities advantageous.
- Demonstrated stakeholder engagement experience and strong verbal and written communication skills
- Proven ability to influence cross-departmentally with and without formal authority
- Ability to work autonomously in a self-directed manner and be outcomes focused.
- **Essential skills:** Strategic thinking, collaboration and project management, agility, process and systems thinking.

Communicates with influence: *Communicates with others in a compelling way, that leads to action and outcomes, ensuring alignment with Compassion's ministry values*

Success looks like:

- Positively influences, motivates and negotiates with team members and external partners to achieve outcomes
- Communicates with humility, grace and authenticity
- Pursues healthy and courageous conversations with team members, even in difficult circumstances
- Demonstrates active listening, seeking to understand the perspectives of others
- Communicates concerns or frustrations in a constructive manner
- Engages with communications across the ministry to ensure up-to-date knowledge and alignment

Delivers on the strategy: *Responsible for and committed to creating, leading and delivering strategic outcomes in accordance with the ministry strategy*

Success looks like:

- Is reliable and consistent in delivering on key objectives and responsibilities
- Meets deadlines and targets to deliver work on time, with a high quality
- Takes time to understand the strategies prior to delivering the task
- Demonstrates accountability for achievement of individual results

Demonstrates business acumen: *Learns and applies business principles and practices to deliver value, innovate processes and achieve results.*

Success looks like:

- Leads and manages projects and events in accordance with ministry methodology
- Understands our ministry context including our products, programs and supporter engagement
- Evaluates the success, value and effectiveness of projects and strategic initiatives
- Demonstrates awareness regarding external trends in discipline or industry, recognising how these may impact processes and functions
- Takes action to improve, innovate and transform processes
- Proactively responds and adapts to change, even when it's challenging
- Demonstrates digital knowledge and dexterity in order to engage with stakeholders

Develops effective relationships: *Intentionally builds healthy and authentic relationships that reflect our values and support ministry outcomes*

Success looks like:

- Pursues and achieves both effective working relationships as well as effective results and outcomes
- Demonstrates self-awareness and emotional intelligence that facilitates effective relationships
- Deepens relationships with internal and external partners through shared understanding and a posture of learning
- Readily receives feedback from both internal and external stakeholders, and actions accordingly
- Demonstrates empathy and care for others
- Puts Christ first in daily decision making

Leads high-performing teams: *Coaches and mentors team members, encouraging and challenging them to live out our ministry values and achieve results*

Success looks like:

- Recognises the importance and value of team work and actively participates in team projects
- Holds self and others accountable for performance and behaviours
- Actively seeks out feedback and coaching from others to improve performance and build team culture
- Collaborates with others within and outside of immediate team to achieve results