



POSITION DESCRIPTION

Position title:	Lead Conversion Agent	Incumbent:	Vacant
Reports to:	Head of Membership and Marketing	Location:	Royal Freemasons
Department:	Membership and Marketing	Date PD reviewed:	January 2018

Position purpose

The Lead Conversion Agent (LCA) is a casual employee and member of the Lead Conversion Team (LCT) of the Membership and Marketing team and is responsible for converting membership leads to approved applicants to join Freemasons Victoria. The priorities of this role pertain to converting leads (expressions of interest to join Freemasons Victoria) into Lodge approved applicants, thereby representing Freemasons Victoria's profile in the community, its capacity to attract and retain member through relevance and a highly engaging contemporary narrative and brand.

In all matters, the appointee is expected to emulate the values of Freemasonry, at the heart of which is the belief that everyone deserves to be treated with dignity, respect, care and compassion.

Position level

Experienced	Individual contributor that works under limited supervision. Applies subject matter knowledge; requires capacity to understand specific needs or requirements to apply skills/knowledge.
-------------	--

Context

Freemasonry is a fraternal organisation with around 8,800 members in Victoria and in excess of 5 million worldwide. It offers men of all ages and backgrounds opportunities for self-development, mutual support, education and community service. Members affiliate with an individual Lodge, which plans and manages its own programmes of work, within established State-wide constitutional guidelines. Freemasons Victoria provides each of these 247 individual Lodges strategic direction and member support, acting as the coordinating centre for Freemasonry in Victoria, similar in other jurisdictions within and beyond Australia. Freemasons Victoria consists of a management team of paid executives, which are governed by an honorary board (Board of General Purposes). A number of board committees have also been established to augment the work and member service of Freemasons Victoria. Board committee members and volunteer teams participate on an honorary basis, and act as an important interface with the general membership.

Key Results Areas and Accountabilities

- To convert leads to approved Lodge applicants
- To represent FMV as a relevant, contemporary organisation with a high value proposition
- To model appropriate FMV values and behaviours

- Act as a key team member and representative of Freemasons Victoria
- Maintain and enhance the excellent public image of Freemasonry in Victoria
- Ensure a high level of administration and customer service

Competencies & Attributes

1. Strong sales conversion capacity
2. Effective reporting to and engagement with diverse stakeholders
3. Ability to work under pressure, to tight deadlines and to manage multiple often conflicting challenges with reasonable expectations after hours and on weekend
4. Exceptional customer service focus, with an eye for detail and a passion for driving innovation

Qualifications & Experience

The incumbent must be a Freemason with a suitable qualification evidencing sales, marketing and/or communications expertise

Employee values

All staff employed by Freemasons Victoria are required to display personal qualities consistent with the fundamental tenets of Freemasonry. As an employee, you are also required to demonstrate commitment to the following brand values: Responsiveness, Integrity, Impartiality, Accountability, Respect, Leadership and Human Rights.

Organisational relationships:

<i>Individuals, departments and organisations</i>	<i>Nature/purpose of interaction</i>
Chief Executive Officer	The Lead Conversion Agent Coordinator will engage with the Chief Executive Officer through the Head of Membership and Marketing. Contact with this position is regular
Head of Membership and Marketing	The incumbent reports to the Head of Membership and Marketing, receives direction and support. Contact with this position is daily
Other members of the Membership and Marketing Team	Works effectively together with colleagues in the Membership and Marketing team
Departmental staff	The provides collaboration and support in the Membership and Marketing team to achieve agreed objectives in a manner consistent with FMV's values and code of conduct. Contact with departmental staff is daily

This Position Description is a guide only and is not intended to be an exhaustive or exclusive list of the duties of this Position. It is subject to review and modification by the Chief Executive Officer at any time in response to the changing needs of the organisation.