

Position Description

Position title :	Member Support Officer
Division:	Membership and Development
Location:	Melbourne
Reports to:	Manager, Member Support team
Position type:	Fulltime
Approved by:	CEO
Date approved:	May 2021

About us

The Australian Physiotherapy Association (APA) is the peak body representing the interests of over 29,000 physiotherapists in Australia. It does so by advocating for access to quality physiotherapy services, providing leadership in the wider health landscape, creating lifelong information and learning opportunities for members, and promoting the value of physiotherapy to the community.

The APA is proud to have a great working culture and it is underpinned by our values:

- Accountability, Collaboration, Courage, Excellence and Respect

About the role

The purpose of the role is to provide members with an engaging and personalised experience, and contribute to the ongoing retention and acquisition of members through excellence in service.

As the Member Support Officer, you will provide members with an engaging and personalised experience. You will contribute to the ongoing sustainability of our members through excellence in service.

In this role, you will provide front-line support via telephone & email and respond to inquiries from the APA's members, consumers, engaged volunteers and other APA staff. You will be required to undertake both inbound and outbound calls and will represent a very diverse and changing range of products & services in the areas of the APA's member offering, insurance, professional development, advocacy and marketing.

As part of a competent team, you will be responsible for providing a high level of end-to-end customer service that exceeds members' expectations, as well as completing general administration tasks, such as record keeping and maintaining the database. Excellent communication skills are an essential component of the role, as well as the ability to adapt to new challenges and resolve members' problems.

Key accountabilities

- Determine members' requirements via the telephone or electronic communications and respond promptly, as per the APA Member Service Charter.
- Resolve problems through active listening, clarifying issues, identifying and implementing personalised solutions or escalating unresolved problems to leaders, as necessary.
- Organise workflow to ensure adherence to defined KPI's.
- Identify cross-promotion and up-sell opportunities to promote additional services, products and new member benefits.
- Champion a positive member experience through outbound call activities by promoting the benefits of membership and supporting other APA services & functions.
- Conduct outbound calls to our members in accordance with the appropriate processes and policies.
- Provide feedback on outcomes of outbound calls to leaders to drive a culture of continuous improvements.
- Process membership applications/renewals that are received by phone, email or post within appropriate timeframes. Identify and refer to the Senior Finance & Systems Officer any membership applications/renewals that cannot be processed.
- Record member interactions and transactions via database. Maintain the accuracy of members' data by entering and updating information as required.
- Ensure equipment remains operational by following established procedures and reporting malfunctions.
- Update job knowledge by participating in educational opportunities.
- Enhance organisational reputation by taking initiative and accepting ownership for service delivery, as per the APA Values.

About you

- Tertiary qualification or demonstrated equivalent experience in an appropriate area.
- Demonstrated skills and experience in: Customer Focus, Customer Service excellence, Building Relationships, Interpersonal Savvy, Problem Solving, Multi-tasking, Active Listening, Data Entry, Phone Usage.
- Experience in outbound customer service or sales roles.
- Excellent organisational skills with the ability to prioritise tasks and work to deadlines.
- Exceptional communication and interpersonal skills with the ability to relate to staff, office bearers and the general membership.
- High level of accuracy and attention to detail.
- Excellent working knowledge of the Microsoft Office suite of programs and the internet.
- Ability to work as part of a small team and to liaise effectively with other teams in the organisation.
- Experience in a member-based organisation would be an advantage.
- Experience using Aptify CRM or similar at an intermediate level an advantage.