

Subscriptions and Engagement Position Description

Position Title:	Subscriptions and Engagement Manager
Reports to:	General Manager
Number of Direct Reports:	Volunteers and station’s stakeholders
Contract Type	0.6 FTE. 12-month contract with the view to permanency
Entitlements and special conditions	Standard superannuation, work cover and leave conditions apply. Occasional out of hours work should be expected.

Background

3MBS is Melbourne’s only fine music radio station, delivering a rich and dynamic range of programs to over 164,000 listeners per week, 24 hours a day. (McNair, 2020.)

Based at the Abbotsford Convent, 3MBS is a not-for-profit community broadcaster that does not depend on government funding for its operations. Revenue is generated through private giving, subscriptions, sponsorship, events and trusts and foundations.

While the organisation has a small team of paid employees, there are approximately 200 enthusiastic and dedicated volunteers who work to ensure the smooth running of the station for the benefit of the community.

3MBS is a member of the Community Broadcasting Association of Australia (CBAA).

Organisational Values

All staff and volunteers at 3MBS are expected to:

- Perform their duties in accordance with the 3MBS Policy and Procedures Handbook and relevant ACMA and CBAA requirements.
- Uphold the company’s WH&S policy to ensure a healthy, safe, and environmentally responsible workplace.
- Work with respect, resourcefulness, and a spirit of genuine collaboration.
- Work ethically, honestly, and always in 3MBS’ best interests.

Position Overview

The role of Subscriptions and Engagement Manager is to drive the station’s subscription revenue by retaining and upgrading existing subscribers and securing new supporters from the station’s listener base. Reporting directly to the General Manager the role will be responsible for developing a 3MBS subscriber community and generating income through

subscriber engagement activities, personalised communications, and enhanced subscriber benefits.

This role requires a proactive attitude to create new ways to develop listener and subscriber engagement that ensures continued support for the station.

Areas of Responsibilities

- Continue to develop an innovative subscription strategy that focuses on proven methods of activity to increase the station's supporters.
- Manage, monitor, and review the subscriber experience across all channels ensuring continuous quality improvement.
- Maintain administration duties related to subscribers, including onboarding communications, monitoring renewals, and regularly updating the station's database.
- Work closely with the income generation team to share strategies to collectively generate income for the station.
- Work closely with the Marketing and Communications Manager to create a 3MBS subscriber community through subscriber events, weekly e-news communication, social media engagement and other community enhancing activities.
- Coordinate the 3MBS annual Radiothon and work collaboratively with the station's volunteers and staff to achieve subscription goals and objectives.
- Oversee the monthly 'On Air' magazine mailout to ensure the timely receipt to our subscribers.
- Conduct regular listener/ subscriber feedback surveys to build supporter satisfaction.
- Work closely with the 3MBS volunteer community and in particular guide Reception personnel to achieve timely, accurate and consistent customer service to the stations' listeners and subscribers.
- Keep accurate records, files and database entries and ensure all subscription activities comply with relevant legislation and ethical standards.
- Contribute to the station's digital strategy team and find ongoing ways to contribute to the station's engagement with the community via digital media.
- Contribute to the engagement and wellbeing of volunteers.
- Oversee station's incoming communications, feedback, and queries.
- To help with events and other duties from time to time.

Key Result Areas

- Financial – deliver subscription and monthly revenue targets.
- Community Development – ability to develop a sense of community and belonging for the station’s listeners and subscribers. Commitment to improving engagement and diversity of the 3MBS subscriber profile.
- Operational Performance – positive, proactive, and innovative outlook. Preparedness to try new ideas, achieve excellence in customer service and able to contribute to a highly functioning team environment.