



Member Recruitment Agent Lapsed Member Recruitment Campaign Ottawa Branch

The National Association of Federal Retirees is the largest national advocacy group representing pensioners, their partners, and survivors, from the public service, the Canadian Armed Forces, the Royal Canadian Mounted Police and federally appointed judges. Our main mission is to advocate for the protection of our members' pensions and retirement benefits and to provide them with information, activities, and events to promote their financial security, health and well-being. We are a not-for-profit association with about 170,000 members in 79 branches across Canada.

Ottawa Branch is the largest branch in the Association and serves over 33,000 members, who are seniors living in the City of Ottawa. The Branch is supported by over 90 volunteers.

Ottawa Branch is looking for Member Recruitment Agents who will call members whose memberships have lapsed or are about to lapse and encourage these individuals to rejoin or stay with the Association. The Agents will explain the benefits of membership and the benefits of paying by direct pension deduction. The Agents will make separate calls to existing members and ensure email addresses on file are accurate and, in cases where we have no email address on record, ask members if they are willing to provide email addresses.

Ottawa Branch will provide an orientation session and training for the Agents and standard scripts for the phone calls. When members choose to renew, and, if they are willing, the Agents will talk the members through a step-by-step process to do the renewal online while the member is on the phone. Agents will keep precise records of the calls and their outcomes, in particular noting reasons offered for not rejoining to help us better understand our members' needs.

We have approx. 6,000 calls to make and the Agents will be on contract and paid on a per call basis with a bonus payment structured around success. They will do the work from home. All they need is a computer and internet connection. Because we need Agents who can make calls in English and in French, we may hire bilingual candidates or a combination of unilingual candidates (French and English).

As an ideal candidate, you:

- Are an Ottawa Branch member
- Are familiar the structure and culture of the public service, Canadian Armed Forces/RCMP
- Are comfortable talking about the value you receive from our Branch and the Association
- Enjoy talking on the phone to other seniors, listen well and communicate well
- Can set daily progress goals and meet them working from home
- Are comfortable working on a computer and with a computer data base
- Are well-organized and able to keep track of data in Excel spreadsheets
- Have passed a criminal records check

Note: if you are currently serving as in a volunteer capacity for Ottawa Branch, Association regulations require that you step down from your volunteer role in order to take a paying position with the Branch. You can return to your volunteer role when the employment contract is over.

Interested candidates should apply by June 30, 2021 to info@nafrottawa.com by sending us a description of why you believe you would be a good fit for this opportunity and a recent cv, if you have one available.