



Position Description

Position Title:	Fundraising Coordinator
Location:	Melbourne
Tenure:	Full Time, 12 month contract (with possibility of extension)
Classification:	SCHADS Modern Award Level 6 \$96,357.19 - \$100,837.17

About Children's Ground

The Children's Ground Approach is Australian designed with First Nations people. We are committed to systems change to ensure dignity, justice and equity for all children and families. Our work focuses on national reform as well as evidencing a new way of working. The Children's Ground Approach is a whole of community, whole of life approach. We partner with a community over the course of a generation, led by local expertise, vision and intelligence. Together, we create and deliver an integrated system that is centred on learning, development and wellbeing that responds to the child and their family through the key transition points from pre-birth to young adulthood. Our approach recognises the cultural, social and economic strength of communities and builds on this to equip children for opportunities locally, nationally and globally.

We celebrate First Nations children and families and back their vision and talent to transform their communities from extreme stress and economic disadvantage to communities of opportunity and wellbeing.

Children's Ground operates in Central Australia and across the Top End, with support provided by a Melbourne-based Shared Services team.

Position Summary

It's a great time to join Children's Ground. This role will take the lead on our digital fundraising and will be pivotal in driving supporter growth. You will be responsible for the development of data-driven, donor-centred digital fundraising, which includes lead generation, campaigns, supporter acquisition and supporter journeys.

You will test campaigns, gather insight, and implement campaigns to increase income for our work. You will have experience of developing personalised supporter journeys. You are driven by data and have experience of monitoring, analysing, and reporting on campaign results. You are a natural problem solver and comfortable with backend web infrastructure, CRM databases and of course, Google Analytics.

This role will be working closely with a small and talented team of fundraisers and communicators who are passionate about their work. You will be part of a growing organisation that is delivering on big goals that enable and empower First Nations children, their families and communities to change their futures.

Key Relationships

Reports to: Director – Partnerships, Investment & Communications
Key Internal liaison: Senior Strategist; Communications Coordinator; PIC Project Officer; Head of Fundraising & Partnerships
Key External liaison: Supporters; donors; peer-to-peer givers

Key Responsibilities

This role is responsible for the implementation, management, and delivery of innovative digital fundraising campaigns to acquire new supporters and deepen supporter engagement, while achieving new supporter and income targets. This includes ensuring integrated digital campaign support across regular giving acquisition, cash appeals, loyalty communications and much more in the digital space.

Campaign management

- Design & deliver digital campaigns including new donor acquisition, welcome communications, retention, engagement, and other ongoing digital development. These campaigns may be digital only or integrated with offline activity.
- Manage paid search accounts for digital fundraising campaigns within budget - including paid social media, PPC, and display to acquire new supporters and maximise income.
- Working with communications specialist staff, research and help to implement innovative methods of bringing new supporters on board using digital and social media platforms.
- Develop the supporter journey and audience through engagement from website contact to email engagement and financial transaction.
- Optimise income and drive engagement with existing donors.
- Drive recruitment of regular givers and cash donors to grow income and new supporter volumes in a multi-channel program including offline and digital campaigns using a data-driven approach.
- Contribute to the development of short-term and multi-year fundraising and marketing plans.
- Deliver projects to agreed deadlines and budgets.

Coordination and integration

- Coordination of program with other fundraising and partnership team members.
- Work closely with the Communications team, to ensure campaigns are in line with brand guidelines, and integrated seamlessly across channels.
- Work in collaboration with the Communications team to maximise digital fundraising plans and exploit opportunities available to Children's Ground across all digital platforms.
- Manage relationships with agency partners when needed, including creative and digital to execute high performing campaigns.
- Undertake full campaign management, including briefing agencies (when available), sourcing content, managing data, copy development, briefing stakeholders, campaign analysis and reporting, managing costs and budgets.
- Ensure that campaigns are where possible integrated with communications and program plans, or coordinated thematically, creatively and/or by target audience to maximise impact.
- Undertake other duties as required and directed by Manager.

Managing Key Information

- Deliver strategic projects, within key performance indicator targets, that contribute to the development of our direct/digital marketing strategy. Consistently analyse results, interpret trends, and provide recommendations on strategic marketing direction.
- Monitor and report on budgets and assist in building future expenditure and income targets.
- Manage and track digital fundraising activities using Google Analytics to enable full reporting and analysis reporting regularly on performance and identifying improvements.
- Interpret numerical and statistical information to produce evaluation reports on all digital campaigns, analyse results to draw on key findings (financial & non-financial) and emerging trends to inform development and decisions on the programme for the current financial year.
- Keep abreast of legal and regulatory requirements as they affect Digital fundraising activity,
- Be a role model and follow the values and principles of Children's Ground and be responsible for continuous improvement and development in the communications function of the organisation.
- Contribute to Children's Ground as requested to fulfil our organisational vision.

Key Selection Criteria

Experience

- At least 3 years digital fundraising experience with a proven track record in paid media channels.
- Proven track record of achieving fundraising targets and managing budgets.
- Excellent interpersonal skills and able to interact effectively with a diverse range of people.
- Excellent verbal and written English skills, especially with email and campaign copy.
- Strong, demonstrable project management experience.
- Experience in managing marketing strategies and being accountable for the outcomes.
- Proven experience of donor relationship management and fundraising via digital channels.
- Proven research and analytical skills, with the ability to manipulate data and to present data in both statistical and written formats and using data to inform plans and decisions.
- Proven track record of prioritising a varied workload; handling multiple priorities, excellent time management, accuracy, and close eye for detail.
- Experience managing and working with third-party suppliers and agencies to deliver contracts.

Essential skills

- Experience using CRM databases, preferably Salesforce.
- Email marketing system knowledge, preferably Mailchimp or similar.
- Experience with all digital channels: PPC, social media platforms, display, Google Analytics, etc.
- Design software tools such as InDesign, Photoshop, Adobe and/or Canva.
- Up to date knowledge about fundraising and compliance Willingness to undergo a National Police Check and obtain a Working with Children Check.

Desirable experience and skills

- Tertiary qualifications in digital marketing, fundraising, digital media or relevant field
- Experience working alongside First Nations colleagues and communities, a strong understanding of First Nations culture, history and lived experience.
- Experience working for a social change NGO