# Position Title

**Position Title: Direct Marketing Coordinator**

Location: Shared Office, Melbourne

Reports to: Head of Partnerships & Investment

Tenure: Fixed term 12 month contract

Classification: SCHCADS Modern Award Level 6.1 (depending on qualifications and experience).

Background

Children’s Ground is a First Nations organisation. 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, designed by First Nations people. 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

The xxx will form part of the Partnerships, Investment and Communications (PIC) team who work to achieve financial sustainability for Children’s Ground in support of a bright future for First Nations children, families and communities. The PIC Team is responsible for the fundraising and public facing functions of Children’s Ground and this role will play a key role in managing a range of programs including individual giving, peer to peer campaigns and monthly donation programs.

The xx is responsible for managing Children’s Grounds direct marketing program including three major appeals, develop an annual retention journey for existing givers, as well as growing the regular giving program.

Key Relationships

Reports to: Head of Partnerships & Investment

Key Internal liaison: PIC team, CEO, Regional Directors

Key External liaison: Digital Agencies, Telemarketing organisations and other Donor Acquisition Partners

Key Responsibilities

1. Working with the Director, Partnerships & Investment, create the annual Individual Giving plan and budget, and oversee its effective delivery.
2. Create and execute Children’s Ground’s three main fundraising appeals: Tax, End of year and Wear It Yellow including overseeing digital fundraising, along with the production, printing and mailing of the appeals.
3. Manage Children’s Ground’s monthly regular giving program, including developing and implementing an effective stewardship program.
4. Manage Children’s Ground’s external marketing agencies to ensure deliverables and deadlines are met. This includes the digital agency as well as potential telemarketing and other donor acquisition partners.
5. Work with the Database Manager/IT Coordinator to ensure that details of all campaigns, donations and donor communications are recorded accurately and effectively in the CRM.
6. Deliver effective reporting for all individual giving activity, including appeals’ performance and regular giving retention.
7. Work closely with internal stakeholders, especially the Communications and Partnership Advisor, to ensure the effective delivery of all activities including:
   1. Drafting appropriate communications for each campaign
   2. Working with the Communications team to ensure accurate and timely messaging
8. Contribute to Children’s Ground

* Be a positive, innovative and active member of the Children’s Ground team.
* Support a strong, connected, respectful and supportive organisation.
* Engage with local languages by learning basic words/phrases and using them in interactions with First Nations people.
* Participate in professional development programs offered by Children’s Ground.

Key Selection Criteria

**About You**

You are a passionate and compassionate marketing professional, preferably with experience in the not-for-profit and fundraising sector.

A digital native, you have experience and a proven track record of success in managing and delivering strategic digital campaigns with an eye for detail and a flair for key messaging.

You will be responsible for the development of donor-focused, data driven fundraising activities that centres the voices and aspirations of the communities where we work.

You understand data and have experience in monitoring, analysis and reporting campaign results.

Most importantly, you love to work as a part of a collaborative and supportive team of fundraisers and communicators who are all passionate about human rights and social change.

**Essential experience in the following:**

* Substantial and proven experience in developing and managing end-to-end and ongoing direct marketing campaigns.
* Proven track record of achieving fundraising/marketing targets and effectively and innovatively managing budgets.
* Excellent interpersonal skills and able to interact with a diverse range of people with different life experiences across.
* Demonstrated experience in the development of key messaging documentation followed by implementation across digital, web and other marketing channels.
* Excellent verbal and written English skills, especially within email and campaign copy.
* Experience in managing a budget and setting and delivering Key Performance Indicators (KPIs).
* Experience in managing relationships with third-party suppliers and agencies to deliver contracts.

**Essential skills**

* Experience using a CRM (preferably Salesforce) or martech experience.
* Knowledge of email marketing systems.
* Understanding digital marketing channels: PPC, SEM, SEO, social media platforms, Google Analytics etc.
* Research and analytical skills, with ability to understand and present data.
* Understanding of digital best practice.

**Desirable**

* Experience in developing and delivering digital fundraising campaigns.
* Proven track record in growing donor/customer bases.
* Experience in delivering subscription products and retention marketing.
* Experience in resource development/facilitation/training.
* Experience in mentoring and coaching.
* Experience working alongside First Nations colleagues and communities, a strong understanding of First Nations culture, history and lived experience.

**Personal attributes**

* Self-starter who thrives in an environment that is fast paced, innovative, complex and thinks systemically
* Proactive and can work autonomously, as well as part of a team
* Creative and embracing of a culturally diverse workforce
* Passionate about social justice and empowerment
* Highly collaborative
* Innovative and thinks creatively about problem resolution
* Focussed on achieving excellence