

POSITION DESCRIPTION	
Title	Digital Retention Specialist
Unit	Digital Fundraising, Marketing & Engagement
Reporting to	Digital Team Lead
Location	Level 8, 120 Sussex Street, Sydney 2000
Position Statement	The role is responsible for managing retention and appeal activity on an ongoing basis and emergencies across all internal digital media platforms and channels (websites, email and sms). This includes strategic planning, scheduling, execution, performance analysis and reporting on fundraising appeal campaigns and retention activity.
Accountabilities and Responsibilities	
Key responsibilities	<ul style="list-style-type: none"> • Manage donor stewardship – building a program of donor retention and long term donor development. • Digital fundraising content planning, production, scheduling, management and maintenance across all digital channels. This activity is supported by the digital producer. • Manage our digital platforms in collaboration with the Digital Team Lead • Project manage new initiatives and trials to extend our digital services, capabilities and systems, as required • Manage A4U's e-commerce activity (Empowering gifts) throughout the year, aligning campaigns with peak gift buying periods • Support rollout of a distributed digital content management model • Conduct ongoing performance audits to ensure all current digital fundraising funnels are performing optimally and correctly, supported by digital producer • Work with internal stakeholders and external suppliers as required • Optimise donor journeys and supporter experiences across all fundraising activity which has a digital element. • Maximises the use of other digital channels, such as SMS, podcasts, blogs and interactive TV and that these tools are integrated where appropriate. • Meet budgeted digital retention targets for quarterly appeals. • Identify opportunities and solutions to improve digital donor engagement and conversion rates and better integrate campaigns • Provide ongoing support, monitoring, review and improvement of our digital donor retention, conversion and upgrade programs • Participate in a working group setup alongside the Digital Lead and Supporter Experience team to improve supporter journey, commitment and loyalty to A4U • Provide digital fundraising specialist advice and support, as required • Provide digital platform user training and support, as required • Undertake any other projects as required and instructed by the Digital Team Lead
Organisational Responsibility	<ul style="list-style-type: none"> • Demonstrate an understanding and active and dedicated commitment to A4U's mission, vision, values and core principles • Comply with A4U's Policies and Procedures • Proactively observe all legal and regulatory requirements • Assist in the development of, and participate in A4U's initiatives, projects and events • Cultivate productive and collaborative working relationships and outcomes through open and inclusive planning, continuous information sharing and transparent work practices • Liaise with others in a professional, respectful, constructive manner • Ensure a high level of confidentiality and integrity

Selection Criteria	
Essential Qualities	<ul style="list-style-type: none"> • Tertiary qualification in digital media, fundraising, marketing, e-commerce, communications or related, relevant subject area • 3+ years' digital fundraising experience overseeing major web appeal campaigns and email direct marketing programs • 4+ years' administering eDM, CMS and social media platforms • Sound understanding of best practice ecommerce experience design principles and the ability to implement these in digital channels • Strong working knowledge of HTML/CSS/Javascript • Qualified, experienced Google Analytics user • Strong, technical grasp of payment gateways, processes and services • Experienced user of Adobe Creative 8 or similar and Microsoft Office
Desirable Qualities	<ul style="list-style-type: none"> • Prior experience working on ecommerce, digital projects, email marketing, digital production or similar activity • Exposure and experience running emergency/disaster/crisis fundraising appeals and campaigns, DRTV and/or pSMS (text to donate) donation programs for non-profits • Previous experience with multichannel income attribution models and digital donor acquisition and retention programs
Person Specifications	<ul style="list-style-type: none"> • Diplomatic with excellent verbal and written communication skills • Collaborative, open, approachable cross-functional team player • Thrives in a fast-paced, deadline driven environment • Self-motivated and able to complete tasks with minimal supervision • Able to engage effectively with a wide range of key stakeholders • Well-developed critical thinking and problem solving skills • Strong strategic planning and project management skills • Adaptable, flexible, problem solver who copes well with pressure • High level of honesty, credibility and professional integrity
Key Competencies	<ul style="list-style-type: none"> • Analytical problem-solver with strong attention to detail • Flexible, adaptable, innovative and creative • Good listener, communicator, collaborator and team worker • Good budgeter, planner and scheduler • Well organised and efficient