

Job Title	Fundraising Manager
Award	Social, Community, Home Care and Disability Services Industry Award 2010
Classification	SCHADS Level 6
Position Number	PD72

Primary purpose of the role

Primary purpose of this role is to drive campaign development and income generation, including direct mail and eDM appeals, regular giving using a strong donor journey.

Key accountabilities

- Develop and implement campaigns to grow Asthma Australia's fundraising, particularly regular giving, including through donor acquisition and retention, product development and entering new markets within Australia.
- Develop supporter journeys for Asthma Australia's donors and other philanthropic partners.
- Conceptualise and develop the content for Asthma Australia's direct mail and eDM appeals.
- Develop and launch regular giving and donor retention fundraising products
- Use digital, social and traditional media to maximise the effectiveness of Asthma Australia's fundraising strategies
- Manage Asthma Australia's donor database (IMIS Cloud) and ensure it is being fully utilised to support each supporter's individualised relationship.
- Ensure appropriate segmentation of communications with donors, using donor data analytics.
- Help build the capacity of the broader Asthma Australia team to use the IMIS CRM effectively.

Key challenges

- Together with the Philanthropy Manager, set direct mail and regular giving fundraising targets and assist with developing the annual campaign income budget for Asthma Australia.
- Provide relevant donor information to the Finance Manager for financial reporting and reconciliation each month.
- Adhere to relevant FIA fundraising Code of Conduct, privacy and do not call legislation, and the ACFID Code of Conduct.
- The position also works closely with communications colleagues in other Asthma Australia offices nationally to ensure consistency in brand and messaging, and to develop fundraising communications.

Skills and qualifications

Essential

- A strong track record of developing and implementing successful fundraising strategies resulting in income growth.
- Exceptional communications skills and the ability to write high-impact content for digital, email and direct mail communications.
- Experience in fundraising product development, particularly regular giving and regular giving products
- Demonstrated project management skills and the ability to work efficiently in a highly productive environment.

Desirable

- Ability to be innovative, and to identify and capitalise on new opportunities.
- Liaise with marketing, design and communications professionals.

Key relationships

Who	Why
Internal	
Philanthropy Manager	Direct liaison for strategy, income targets and project management
Commercial and Operations Team	Indirect liaison with peers for team management & financial management
Marketing Communications Team	Direct liaison to ensure communications consistency with brand guidelines
Programs & Policy Team	Direct liaison to produce appeal cases for communications campaigns
People & Culture	Culture of Philanthropy input for orientation program of all new staff
External	
Direct Mail and eDM suppliers	Campaign mailing project management and liaison with other suppliers
Copywriters & design studios	Campaign copy and art direction briefing and project management
Regular Giving & Telemarketing agencies	Donor journey development, upgrade and retention management

Capabilities for the role

Capability	
Integrity	Adhere to relevant fundraising, privacy and do not call legislation, and both the FIA and ACFID Codes of Conduct.
Communicate Effectively	Liaise with internal and external marketing, design and communications professionals.
Work Collaboratively	Work closely with communications colleagues in other departments to ensure consistency in brand and messaging, and to develop fundraising communications.
Deliver Results	Use digital, social and traditional media to maximise the effectiveness of fundraising.
Finance	A strong track record of developing and implementing successful fundraising campaigns resulting in income growth.
Technology	Experience in growing, managing, segmenting and analysing donor data to ensure individualised donor journeys.
Project Management	Demonstrated project management skills and the ability to work efficiently in a highly productive environment.