



**Ronald McDonald  
House Charities®**  
VIC & TAS

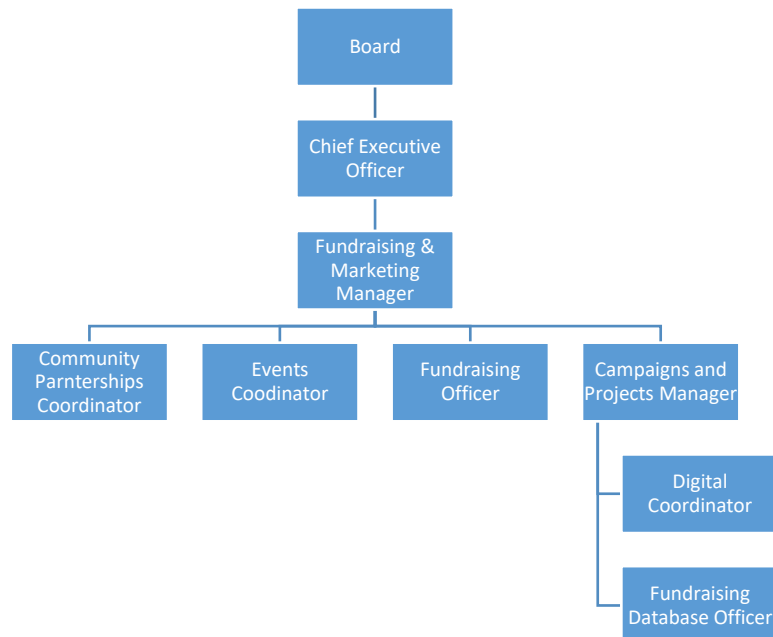
## Digital Coordinator

*Ronald McDonald House Charities believes that it's 'people' are an essential part of the Charity and value them and their contribution.*

This Success Profile adds to the overall value and success of the organisation by outlining the relevant 'ingredients' needed for exceptional performance in any given role. Ronald McDonald House Charities empowers its employees and employers through establishing clarity around expectations.

<b>Job Title:</b>	Digital Coordinator	<b>Reports to:</b>	Campaigns & Projects Manager
<b>Chapter:</b>	VicTas	<b>Role Type:</b>	Coordinator
<b>Location:</b>	Level 1, 250 Canterbury Road, Surrey Hills VIC 3127	<b>Direct Reports:</b>	None

Relevant proportion of the House Chapter organisational structure:



## Position Purpose

The purpose of the Digital Coordinator is to provide digital support to the organisation to maximise revenue generation, marketing exposure, relationship management and communications to supporters of RMHC VIC & TAS,

Key Responsibilities / Tasks	Measured by
Work to grow fundraising across multiple platforms supported by industry best practice processes, data analysis, and reporting	<ul style="list-style-type: none"> <li>• Increased response rates</li> <li>• Increased online donor retention</li> <li>• Maintaining campaign timelines</li> <li>• Cost per digital donor acquisition</li> <li>• Regular reporting and analysis of digital campaigns</li> <li>• Development and delivery of donor journeys and automation</li> <li>• Active participation in team meetings</li> <li>• Campaign delivery within assigned budgets</li> </ul>
Management of social media including content creation, scheduling, responding to enquiries, fielding enquiries	
Develop and implement digital fundraising programs including e-newsletters, e-mail acquisition, online content, digital fundraising via website, e-mail, mobile, SMS, social media and developing platforms	
Work with the Campaigns & Projects Manager to develop digital communications to support annual direct marketing appeals, newsletters, eDMs, and other collateral as well as develop supporter journeys to retain and deepen relationships and use an integrated multi-channel approach on key appeals to acquire new donors and drive revenue	
Provide regular analysis and reporting on all online campaigns and tests to ensure a data-led focus across the program and digital fundraising growth	
Develop and implement digital fundraising campaigns to generate both direct donations, and leads to be converted via digital and telemarketing channels	
Work with the team and agency support to develop and implement a digital fundraising strategy with a focus on donor retention, digital lead acquisition, and online fundraising campaigns	
Work collaboratively with the Fundraising team to grow the donor pool and expand donor engagement and nurturing	
Create digital fundraising procedures to ensure digital donors receive structured, appropriate online and digital giving opportunities and donor care	
Develop and implement Community Fundraising digital campaigns including peer-to-peer fundraising events and activities	
Maintain the back-end management of peer-to-peer platforms and the fundraising section	

Track retention and ensure digital strategies are sustainable and successful in recruiting and retaining financial supporters	
Create paid digital advertising strategy across video, social, search and display platforms	
Convert digital supporters to donors by developing, testing and optimising onboarding, donor conversion, and donor care journeys, design marketing automation workflows for donor acquisition, conversion and engagement and create digital content for appeals (eDMs), newsletters and donor journeys	
Increase income from new and existing donors by coordinating the schedule and content to deliver email appeals and work with Marketing/ Digital team to test social media appeal content and approaches, report and analyse effectively	
Grow the size and financial value of the email list by implementing digital lead acquisition programs that target those most likely to become donors. Develop creative concepts to acquire digital leads and work with the Marketing/ Digital team to conduct ongoing assessment and optimisation of donation pages to increase impact, donor conversion and fundraising revenue	
Development, design and production of marketing and communications collateral and website CMS for fundraising team and RMHC VIC & TAS Chapter as required	
Manage engagement and cultivation of leads acquired through online fundraising, and create ways to foster higher giving levels	
Assist in email marketing to expand the regular monthly giving program and other fundraising programs, and other online donor acquisition	
Updating, uploading, testing and review of Chapter website and microsities	
Support fundraising team with marketing and communications of fundraising activities and events across RMHC VIC & TAS	
Travel to other locations within the VIC & TAS Chapter as required	

**Additional Requirements for this position:**

- Current Driver's License
- Some inter/intra state travel may be required
- Some out of hours work will be required
- Other duties as required from time-to-time

### Qualifications & Training

Essential: Degree or qualification in digital fundraising/communications or marketing or related field or minimum 2 years experience

### Experience

Essential: Experience in digital fundraising preferably in another charity, utilising digital channels for lead acquisition/supporter growth

IT savvy with experience in development of digital campaigns including email marketing, social media and digital tracking and analytics tools

Web design, development and content management on multiple fundraising platforms

Excellent written and verbal communication skills

Experience with databases

Desirable: Experience in financial management processes including budgeting, forecasting, planning income and controlling expenses to achieve required net surplus

Demonstrated knowledge of current fundraising trends and of the fundraising environment, trends, social media/ digital platforms, relevant legislation & industry best practice

Understanding of finance practices and software packages including Salesforce and Marketing Cloud

Skills and experience with Adobe package

### Competencies related to an Administration role

Competency	Description	Behavioural Indicators for a Fundraising Coordinator role
<b>Family Focused</b>	Commitment to identify families' needs and continually seek to provide the highest quality programs and services in meeting these needs.	<ul style="list-style-type: none"> <li>✓ Goes the 'extra mile' to support families involved in fundraising or events</li> <li>✓ Persists when challenges and difficulties arise</li> </ul>
<b>Leadership &amp; decision making</b>	<p>Leadership is working in a collaborative way to identify needed change, creating a vision to guide the change through inspiration, and executing the change in tandem with committed people within the Charity.</p> <p>Decision making is about forming sound, evidence-based judgements, making choices, assessing risks to delivery and taking accountability for outcomes &amp; results.</p>	<ul style="list-style-type: none"> <li>✓ Understands how their work contributes to meeting goals of fundraising events</li> <li>✓ Provides feedback &amp; guidance to volunteers at events</li> <li>✓ Takes personal responsibility for own decisions</li> </ul>
<b>Communication</b>	The ability to be comfortable using a broad range of communication styles, and choose the most appropriate, effective way to communicate to different audiences in diverse situations.	<ul style="list-style-type: none"> <li>✓ Writes and speaks clearly and succinctly with Committees and sponsors</li> <li>✓ Considers audience and adapts style and communication with supporters</li> <li>✓ Communicates information as required</li> </ul>
<b>Relationships &amp; Collaboration</b>	Building collaborative relationships is the ability to develop, maintain, and strengthen partnerships with others inside and outside the organisation who can provide information, assistance, and support to help us achieve our Mission and Goals.	<ul style="list-style-type: none"> <li>✓ Builds rapport with people at all levels and backgrounds</li> <li>✓ Actively listens to Committees and sponsors</li> </ul>
<b>Continuous Improvement</b>	Continuous improvement means to take pride in your work and strive for excellence	<ul style="list-style-type: none"> <li>✓ Supports changes at House Chapter</li> </ul>

	to achieve the best possible results. This requires the acquisition and application of new knowledge, skills and experiences.	✓ Identifies and delivers creative and innovative solutions in their work
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## RMHC Values and Behaviours

### Expectations for all RMHC employees:

- To uphold the organisational values and culture through personal conduct, work performance and interactions with others
- Behaves with personal integrity and ethical standards and demonstrates honesty, loyalty and commitment in regards to self and RMHC
- Optimises team effectiveness through cooperative behavior with others and supporting the success of the RMHC team and RMHC System
- Understands and complies with child protection monitoring and reporting requirements
- Understands and complies with the RMHC safety culture & Safety Management Systems
- Takes reasonable care for the health and safety of themselves and others
- Reports hazards and incidents and participates in risk management as required

Values	Demonstrated behaviours
<p><b>We are committed to children and their families.</b></p> <p>We place seriously ill children and their families at the centre of everything we do.</p>	<ul style="list-style-type: none"> <li>• Accept different family structures.</li> <li>• Operate within a nurturing culture.</li> <li>• Involve families in decisions and plans that could affect them.</li> <li>• Role model inclusive and team-focused behaviours.</li> <li>• Think about the organisation from the patient/family point of view.</li> </ul>
<p><b>We celebrate diversity</b></p> <p>We celebrate the diversity of our people and Programs.</p>	<ul style="list-style-type: none"> <li>• Accept families from differing cultures, religions and backgrounds.</li> <li>• Select our people to best reflect the diverse range of people we serve.</li> <li>• Acknowledge and support the unique needs of Indigenous families.</li> <li>• Seek advice and views from diverse groups.</li> <li>• Communicate in a way that demonstrates respect for differences.</li> <li>• Take global trends, cultural issues and geographic differences into account when developing strategies.</li> <li>• Value the views and opinions of key stakeholders.</li> </ul>
<p><b>We value our people</b></p> <p>We value our people as it is through their skill, passion &amp; expertise that we can deliver quality Programs.</p>	<ul style="list-style-type: none"> <li>• Participate in ongoing professional development opportunities.</li> <li>• Seek and respond to feedback using formal and informal evaluations.</li> <li>• Encourage a supportive and friendly team environment.</li> <li>• Involve others in decisions and plans that may affect them.</li> <li>• Promote the constructive resolution of conflict.</li> <li>• Forster and develop our people's unique capabilities.</li> <li>• Proactively manage progress and the performance of individuals/teams.</li> </ul>
<p><b>We value our heritage &amp; partnerships</b></p>	<ul style="list-style-type: none"> <li>• Wherever possible seek alignment with McDonald's.</li> <li>• Utilise the leverage of the McDonald's association.</li> </ul>

<p>We value our heritage &amp; partnerships with the community, donors, McDonald's employees, franchisees &amp; suppliers.</p>	<ul style="list-style-type: none"> <li>• Communicate our organisational historical story whenever we can.</li> <li>• Value the representation from health, community and McDonald's on all our Boards.</li> <li>• Promote the Programs to the community and stakeholders.</li> <li>• Recognise and steward our donors and partners.</li> <li>• Value and contribute to RMHC Global.</li> </ul>
<p><b>We operate with accountability &amp; transparency</b> We operate with accountability &amp; transparency.</p>	<ul style="list-style-type: none"> <li>• Operate with transparent financial management</li> <li>• Promote effective and collaborative communication.</li> <li>• Operate with a high level of trust.</li> <li>• Work with the highest standards of compliance.</li> <li>• Ensure access to relevant information as required.</li> <li>• Take immediate action to resolve complex issues or problems.</li> </ul>
<p><b>We behave ethically</b> We behave ethically and with the highest standards of child safety.</p>	<ul style="list-style-type: none"> <li>• Ensure that the rights of the patient and their family are protected at all times.</li> <li>• Operate with the highest standards of child safety.</li> <li>• Work within the operating policy, procedures and standards as set.</li> <li>• Adhere to the organisation's code of conduct</li> <li>• Ensure confidentiality is maintained.</li> <li>• Accept all families regardless of personal values, beliefs and attitudes.</li> <li>• Operate with honesty, fairness, transparency and with the best interests of others.</li> </ul>

**This Success Profile is agreed by (please sign):**

Manager: .....

Date: .....

Position Holder: .....

Date: .....