

INFORMATION PACK



Single Giving Coordinator



Sydney, NSW

About Canteen

We get it. Just when life should be full of possibilities, cancer crashes into a young person's world and shatters everything.

We help young people cope with cancer in their family. Through Canteen, they learn to explore and deal with their feelings about cancer, connect with other young people in the same boat and if they've been diagnosed themselves, we provide specialist, youth-specific treatment teams.

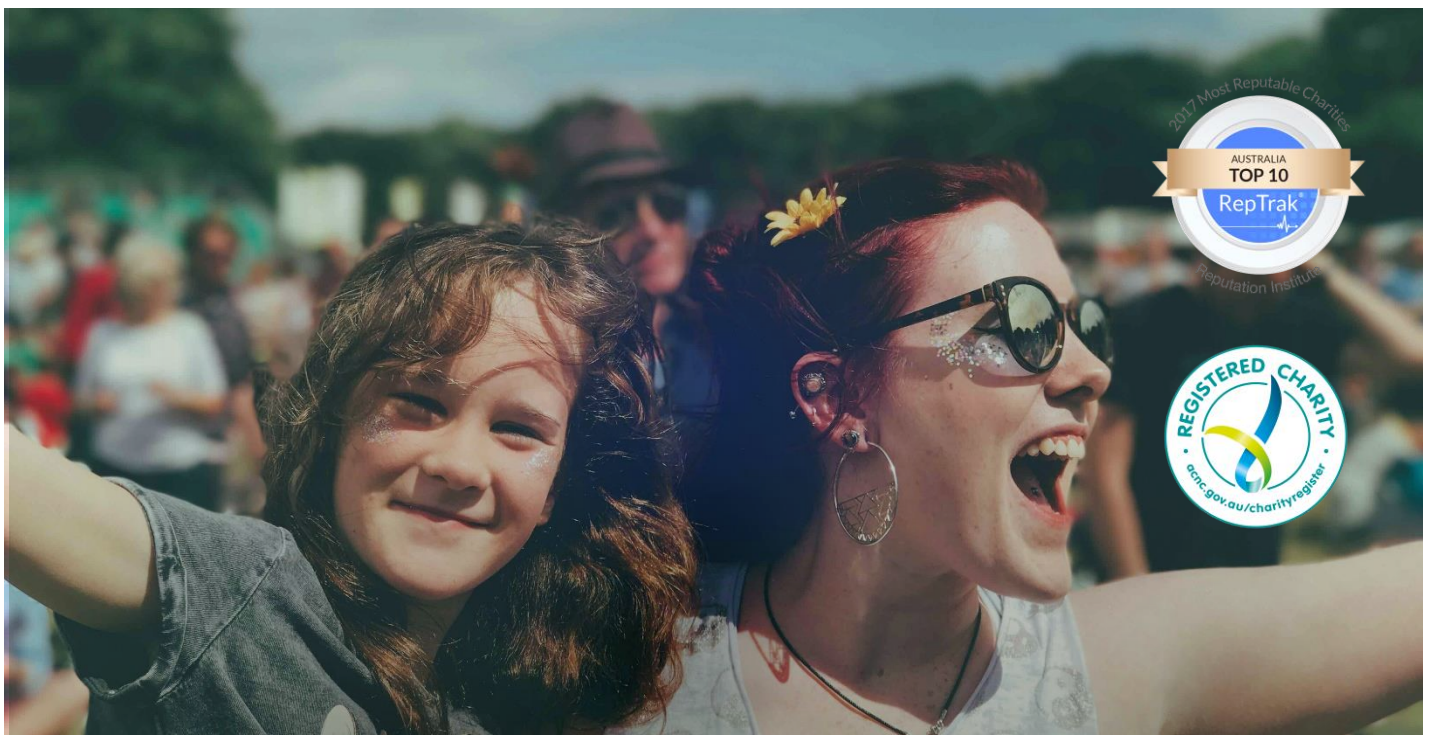
No matter which role you are in, working for Canteen is a chance to support young people rebuilding the foundations that crumbled beneath them when cancer turned their world upside down.

Life at Canteen

Canteen is one of the most highly regarded not for profits in Australia (4th in fact) with one of the most recognisable brands across the country (who doesn't know about the bandanna!).

Working for Canteen is an inspiring, rewarding and purposeful experience that really enables you to be at your best. Canteen has a passion for all things people, and as well as a range of benefits including a tax-effective salary packaging scheme, mobile phones and an in-house leadership program, we are continually working on ways to make Canteen an even better place to work. We have a culture we are proud of and want to find more people who share our commitment, enthusiasm and passion!

Through our regular staff engagement surveys, we know that Canteen is fortunate to have one of the most passionate and committed workforces in Australia!



Job Details



Job Title

Single Giving Coordinator



Location

Sydney, NSW



Job Type

Permanent; Full time;
37.5 hours per week



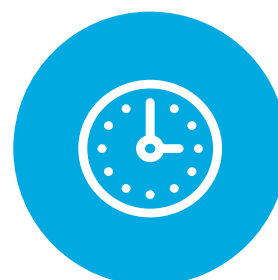
Reports to

Single Giving Manager



Direct Reports

None



Closing Info

Sunday, 1st November
2020

Job Summary

The Single Giving Coordinator plays a pivotal role in our Individual Giving team, helping to acquire, grow and retain supporters for Canteen's work from individual members of the public through a wide range of channels, including; online, direct mail, telemarketing and above the line media.

We are looking for someone who takes initiative, is highly adaptable to change and can effectively manage internal and external stakeholders with competing demands and tasks.

Duties and Responsibilities

Planning and Strategy

- Contribute to the development of the single giving strategy to acquire, grow and retain one-off supporters;
- Help monitor ongoing campaigns, ensuring appropriate reporting is developed and maintained to analysis of the effectiveness of activities and offer tactical adjustment recommendations to improve future campaigns;
- Support the preparation of the single giving budget and work with Single Giving Manager to monitor budgets on a monthly basis and forecast income and expenditure;
- Support analysis of past campaigns that contributes to the objectives of the single giving program

Activities

- Work closely with the Single Giving Manager to manage and grow Canteen's single giving program;
- Cost effectively driving single giving supporter acquisition, retention and reactivation activities through a range of methods such as direct mail, digital, telemarketing and above the line media;
- Lead direct marketing campaigns from concept to results analysis across a range of channels in line with planned budgets and targets and helping ensure campaign deadlines are met;
 - Including three warm multi-channel appeals annually;
 - Two cold acquisition direct mail appeals annually;
 - Two unaddressed mail acquisition campaigns annually;
 - Other new initiatives
- Coordinate telemarketing campaign including call guide and fulfillment creation, briefing, training and managing external supplier and internal stakeholders to ensure campaign is delivered on time and within budget;
- Work with the Single Giving Manager to manage multiple supplier relationships
- Help develop and deliver a personalised offline and online supporter journey to retain supporters, increase second gift rate and grow their lifetime value;

Duties and Responsibilities (cont.)

- Help research and develop new supporter acquisition and retention propositions, creative ideas and campaigns to attract new single giving supporters.
- Implement Planned Giving Direct Marketing activities and work closely with Planned Giving Manager to achieve outcomes
- Provide support across other areas of the Individual Giving team where relevant

Relationships

- Responsible for working closely with other members of the Individual Giving Team to ensure all single giving activities are coordinated and supporter centric;
- Develop excellent relationship with other Fundraising team members as well as other key internal stakeholders: Marketing and Communications team, State and Territory Office staff, other National office staff and Members/ Young people that we support (where appropriate), external stakeholders and general public;
- Manage day to day relationships with external agencies ensuring deadlines and income targets are achieved,
- Work with internal working groups to contribute to organisational goals, as appropriate.

Key Working Relationships

Individual Giving Team, Fundraising Team, Marketing and Communications Team, State and Territory Managers and staff, National Office staff (eg. Finance Team, IT Team), Canteen's clientele (Young people and their families) (where appropriate), external stakeholders and general public.



Selection Criteria

Qualifications:

- Tertiary qualification in Marketing or a related field will be highly regarded;

Experience, Knowledge & Skills:

- At least 1-2 years direct marketing experience (Not for Profit experience will be well regarded);
- Demonstrated understanding of the critical success factors of direct marketing programs;
- Ability to oversee a project from development and implementation to results and analysis;
- Demonstrated experience in managing third party suppliers and managing conflict
- Strong analytical, data and numeracy skills;
- Excellent fundraising copy writing skills and strong attention to detail;
- Superior project management skills, with well-developed analytical, problem solving and decision-making skills;
- High level organisational and time management skills including the ability to manage workflows and balance competing priorities to meet deadlines;
- Outstanding stakeholder relationship skills, with the ability to manage internal and external relationships;
- Able to manage conflicting priorities to ensure objectives are achieved and deadlines are met.
- Ability to plan projects systematically to maximise results/income and cost effectiveness
- Has an innovative and creative approach
- Contributes ideas, approaches and insights that enable innovation. Monitor the external environment for trends, insights, ideas and best practice
- Analyse data/ information to make logical and sound judgements. Questions assumptions and seeks further insight to inform decision making

Personal Attributes:

- A self-starter, disciplined and determined approach
- Professionalism and attention to quality and detail;
- Enthusiasm and a “can do” attitude
- High level of initiative and ability to work independently and as part of a team.
- High level of integrity, honesty and commitment
- Highly motivated, team player & ability to handle stressful situations
- Adaptable to change
- A high level of initiative and a disciplined and determined approach
- Attention to quality and detail
- Strong communication and networking skills



Hours of Work

Whilst the role is predominantly Monday-Friday office hours, due to the nature of Canteen's work, you may sometimes be required to work weekends and evenings. Advance notice will be given when this is the case, and Canteen has a generous Time off in Lieu policy for taking leave when hours in excess of the standard working week are worked.

Pre-Employment Checks

As Canteen's work involves employees being in direct contact with children and young people, employees are required to complete police and working with children checks, relevant to the State in which they will be employed.

Canteen will conduct at least two reference checks on successful applicants and may also require proof of any professional qualifications stated on an application.

General Information

All employees are required to adhere to Canteen's Human Resources Policies during the course of their employment.

Canteen is an equal opportunity employer.