

## Position Description

### National Individual Giving Manager

This position description outlines the role purpose, key responsibilities, values and skills required to successfully perform in the role.

<b>Status:</b> Permanent, full-time	<b>SCYP compliance role:</b> Yes
<b>Reports to:</b> Head of Donor Development	<b>Direct reports:</b> Donor Relations Coordinator Donor Relations Officer
<b>Key relationships:</b> Philanthropy Team Corporate and Campaigns Teams Donor Development Team Media and Communications Team	<b>Location:</b> North Sydney Office

#### Purpose of the role:

The National Individual Giving Manager drives the strategic direction and implementation of Camp Quality's Individual Giving Program. A strategic approach is required, built on rigorous research and analysis that utilises digital technology and channels, and shows lateral thinking and excellent relationships.

The role is responsible for deploying a multi-channel approach, using digital, phone, email and print; and for the development and delivery of integrated donor journeys, ensuring a positive return on investment.

The current program includes donor appeals, acquisition, conversion & retention campaigns and regular giving.

#### Qualifications (preferred)

- Tertiary qualifications in communications, marketing, business or other relevant studies
- Qualifications in direct marketing / fundraising

#### Experience & Knowledge

- At least 3 years' managerial experience in donor, fundraising or direct marketing within a NFP
- A sound understanding of direct marketing principles and experience in managing multi-channel campaigns with focus on ROI
- Experience in developing and implementing integrated direct marketing campaigns using several channels including but not limited to digital (social and email), mail and phone.
- Experience in acquisition, donor stewardship and supporter journeys
- CRM systems experience (preferably Salesforce)
- Experience leading / managing a team
- Excellent interpersonal and relationship management skills

#### Other requirements for this role:

- Ability to set, monitor and manage budgets and meet performance targets
- The ability to think strategically and demonstrated experience developing and delivering strategies, based on market insight and analysis, which have achieved significant growth
- Exceptional attention to detail
- Excellent project management skills: working to tight deadlines, prioritise tasks and workload
- Demonstrated ability to use initiative and work autonomously, as well as part of a team

## Role Responsibilities

Determining what success looks like for this role will be expressed in terms of Key Performance Indicators (KPIs). These will be developed with the incumbent, upon commencement in the role and reviewed with the manager on a regular basis.

KEY AREA OF RESPONSIBILITY
<b>Donor campaigns management</b> <ul style="list-style-type: none"> <li>In collaboration with the Head of Donor Development, manage the Donor Campaigns Program, providing strategic guidance and overseeing the development and implementation of the donor campaigns programs using a multi-channel approach (mail, digital and phone). The role focuses on the following areas: <ul style="list-style-type: none"> <li>Donor appeals:</li> <li>Donor surveys</li> <li>Donor care communications</li> <li>Donor impact report</li> </ul> </li> <li>Encourage channel innovation and new strategies for the promotion of all fundraising activities</li> <li>Plan and update the Donor Communications Calendar in consultation with Head of Donor Development</li> <li>Identify opportunities to integrate campaigns to maximise income and retention, through regular giving conversion, mid-value donor management, major gifts, gifts in wills, and matched giving.</li> </ul>
<b>Acquisition and conversion</b> <ul style="list-style-type: none"> <li>In collaboration with key stakeholders, develop and implement donor acquisition strategies and regular giving conversion activities, in line with income and expenditure budgets</li> <li>Identify internal and external audience opportunities for acquisition, conversions and provide recommendations for how to maximise these opportunities</li> <li>Identify ways to recruit 'the right donors' to maximise engagement, retention and overall lifetime value development opportunities.</li> </ul>
<b>Retention of donors</b> <ul style="list-style-type: none"> <li>In collaboration with key stakeholders, maintain a sophisticated, dynamic donor retention program for the individual giving program, including regular givers and single gift donors, aiming to maximise lifetime value</li> <li>Develop, implement and monitor impactful donor journeys for individual donors with a focus on converting P2P donors to financial supporters</li> <li>Support the development of organisational commitment to practicing and understanding donor care.</li> </ul>
<b>Data analysis, insights and compliance</b> <ul style="list-style-type: none"> <li>Work to refine segmentation and other supporter research and analytics to better target new supporters</li> <li>Deliver regular, robust data analysis and insights of activities including analysis by results, trends, attrition rates by segment, outcome of tests and projected profitability</li> <li>Based on analysis and reports make recommendations for improvement</li> <li>Ensure CQ compliance with relevant legislation.</li> </ul>
<b>Suppliers / third party relationships</b> <ul style="list-style-type: none"> <li>Manage external relationships and ensure that contracted deliverables are achieved.</li> </ul>
<b>Budgeting and reporting</b> <ul style="list-style-type: none"> <li>Develop budgets for Individual Giving Program in consultation with key stakeholders</li> <li>Monitor respective income and expenditure</li> <li>Deliver regular reporting to key stakeholders.</li> </ul>
<b>Represent Camp Quality</b> <ul style="list-style-type: none"> <li>Take part in benchmarking and sector networking opportunities as required</li> </ul>



## KEY AREA OF RESPONSIBILITY

### Managing and leading

- Provide clear and supportive leadership to direct reports, managing performance and activity delivery
- Provide agreed training and development plans for direct reports.

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laughter is the best medicine

### Expectations for every Camp Quality employee:

- Uphold the Camp Quality values and culture through conduct according to the Camp Quality Values and Behavioral Statements
- Understand and comply with Child Protection monitoring and reporting requirements
- Take reasonable care for the health and safety of themselves and others
- Understand and comply with the CQ Safety Culture & Safety Management Systems
- Report hazards and incidents and participates in risk management as required

### Additional Requirements for this role:

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

### Skills required for success

Skill Groups	Application to Role
Communication	The ability to effectively communicate to meet the needs of the role and objectives of the organisation.
Collaboration	The ability to develop, maintain and strengthen partnerships with others inside or outside the organization who can provide information, assistance, and support.
Teamwork	Seeking to understand and building on differing perspectives of others to enhance team efficiency and quality outcomes.
Leadership & People Management	Leadership involves defining the direction of a team, communicating it to your employees, motivating, inspiring and empowering them to contribute to achieving organisational success.
Finance	Understanding the implications of financial performance at Camp Quality.

## Our Organisational Values

At Camp Quality, we are passionate about our work and the real-life benefits we create for our families, employees, volunteers and communities.

Every day we strive to make life better and create a positive impact on our environment.

We have five values that express our shared understanding of what we believe, how we aim to behave and what we aspire to be as an organisation.

	VALUES IN ACTION FOR MY ROLE
<b>Optimism</b> Spreading positivity, hope and enthusiasm in the way we interact with others	<ul style="list-style-type: none"> <li>• Demonstrates and role models optimism and positive energy</li> <li>• Demonstrates resilience against challenges and obstacles</li> <li>• Influences outcomes positively</li> </ul>
<b>Integrity</b> Encouraging trust through personal leadership	<ul style="list-style-type: none"> <li>• Models and demonstrates high standards of trust, openness and respect for others</li> <li>• Provides a high level of advice &amp; support and honours commitments and promises to stakeholders</li> <li>• Is productive, diligent, conscientious and timely in work performance</li> </ul>
<b>Celebrating Life</b> Approaching Life as an adventure	<ul style="list-style-type: none"> <li>• Performs work responsibilities wholeheartedly, with energy and commitment</li> <li>• Demonstrates motivation to complete challenges and tasks</li> <li>• Contributes to acknowledging positive performance &amp; effort of others</li> </ul>
<b>Accountability</b> Accepting responsibility for actions and results	<ul style="list-style-type: none"> <li>• Accepts responsibility for actions and results for area of expertise</li> <li>• Takes ownership of performance standards and mistakes</li> <li>• Manages emotions effectively with work volume and recovers quickly from setbacks</li> </ul>
<b>Excellence</b> Seeking greatness in all that we do	<ul style="list-style-type: none"> <li>• Values and inspires the highest quality of service in all relationships</li> <li>• Maintains attention to detail to achieve high level of performance</li> <li>• Demonstrates efficiency and quality in own work to grow the business</li> <li>• Focuses on high performance results above expectation</li> </ul>