



Médecins Sans Frontières Australia

Job Description

Position:	Direct Marketing Coordinator
Location:	Sydney (Broadway)
Reporting to:	Individual Giving Manager
Supervising:	Fundraising Officer
Status:	Contract 12mths Full Time

Organisational Context

Médecins Sans Frontières Australia is one of 23 national sections of Médecins Sans Frontières committed to delivering medical-humanitarian aid to populations in crisis in over 71 countries. Médecins Sans Frontières delivers medical humanitarian aid based on need alone.

Médecins Sans Frontières operates independently of any discriminating factors including political, religious or economic allegiances and irrespective of race, religion or gender. Médecins Sans Frontières is committed to expanding and improving the medical humanitarian care it offers to its beneficiaries and to remain independent.

The fulfilment of this objective is dependent on the Fundraising team meeting its substantial growth targets and the protection, preservation and promotion of the Médecins Sans Frontières brand in Australia and New Zealand.

Direct marketing is one of four distinct portfolios within the Fundraising Department. The others are major gifts, data and regular giving.

The Direct Marketing Coordinator fills a critical role in the direct marketing team, and is responsible for the strategy and development of direct marketing activities for donor retention. This role has a direct report.

Overall Responsibility

The primary role of the Direct Marketing Coordinator is to develop and implement strategies designed to increase donor support via the direct mail channel to increase support and engagement from existing donors. This is a hands-on role requiring an understanding of best practice in direct marketing using different channels including mail and phone. Additionally, maintenance of brand integrity, project management skills and the ability to build

relationships with project and organisational stakeholders are also vital to the successful fulfilment of the role.

This also requires supervision of the Fundraising Officer.

Main Tasks / Duties

Fundraising and Marketing

- Manage the warm direct mail appeals program for MSF Australia
- Contribute to a broader multi-channel donor retention strategy as part of the Direct Marketing team.
- Implement the donor retention strategy across multiple channels, including direct mail and telephone to reach fundraising targets
- Create inspiring materials and communications for retaining donors
- Develop targeting and ask strategies and implement complex data segmentation to improve the ROI of appeals
- Lift donor experience
- Adhere to Médecins Sans Frontières brand guidelines
- Monitor trends and best practice in donor retention and direct mail/multi-channel appeal programs
- Participate in industry and MSF network discussion groups

Project Management

- Ensure that all donor retention projects are delivered on-time and within scope
- Develop strategic direction documents, timelines, budgets and briefs
- Manage multiple income and expenditure budget lines, ensuring that projects are delivered within budget and meet ambitious income targets
- Measure and report on project performance using appropriate fundraising metrics
- Establish and maintain relationships with suppliers and internal stakeholders
- Manage internal approval processes for fundraising materials
- Create and ensure the maintenance of project documentation

Staff Supervision

- Participate in recruitment, day to day management and performance management of the Fundraising Officer
- Communicate job expectations and KPIs, establish individual work plans, monitor and provide feedback on the work and performance of the Fundraising Officer
- Provide ongoing coaching and make recommendations on appropriate professional development opportunities for the Fundraising Officer, and facilitate their participation in those opportunities as required
- Delegate and plan work with the Fundraising Officer to ensure that projects continue unhindered during absences

Travel

- This position is occasionally required to undertake interstate travel
- It is unlikely this position will be required to undertake international travel

Selection Criteria**Essential Criteria**

- A minimum of 3 years of fundraising experience in a similar role.
- Experience in working with a number of stakeholders to deliver complex projects to deadlines.
- Knowledge of brand adherence.
- Experience with or knowledge of budgetary processes and cost control procedures.
- Excellent communication skills including writing and editing skills.
- Ability to understand and integrate data into activity.
- Creative thinking and solution focussed problem solving ability.
- Excellent spreadsheet and word processing skills.
- Ability to work in a team and foster team spirit.
- Experience with Raisers Edge or a similar database.

Desirable Criteria

- Knowledge of Médecins Sans Frontières and its work.
- Exposure to the NGO environment.
- Copywriting experience.
- Knowledge of digital marketing tactics and strategies.

Applications

Applications MUST address individual selection criteria. You should also write a cover letter indicating why you want to work for Médecins Sans Frontières Australia and attach a copy of your CV.

Please note that a criminal record check may be required as part of the selection process. Applicants with criminal records will not automatically be ineligible for the position they are applying for. Médecins Sans Frontières Australia has a Child Protection Policy in place and all employees are required to comply with this policy.

Médecins Sans Frontières Australia is committed to creating an inclusive workplace for all our staff. We believe that a diverse team helps us better serve those most in need, and we encourage people from a wide range of backgrounds to apply for this role, including Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse (CALD) backgrounds and people with disabilities. People with a disability can request support from our Domestic HR Department if you think you may require reasonable adjustment during the recruitment process.

Applications and enquiries to HR Advisor officerecruitment@sydney.msf.org

Applications close: March 21