



Position Title	Direct Marketing Manager
Position Type	Full Time, (Part time available) 12-month contract with potential for extension
Department	Marketing & Fundraising
Date	January 2021
Reports To	Head of Marketing and Fundraising
Direct Reports	2

Organisational Mission: For over 35 years, WIRES mission has been to actively rehabilitate and preserve Australian wildlife and inspire others to do the same.

Role Purpose: This role is focused on delivering WIRES Australia’s Direct Marketing programs, helping WIRES to increase engagement, improve long-term relationships and increase fundraising income to expand our rescue, care and education services. The Direct Marketing Program oversees the cash appeals, fundraising and retention eDMs, lead generation, Regular Giving and Mid Donor Philanthropy.

Key areas of responsibility	Key Tasks
Strategy and program development	<ul style="list-style-type: none"> • Lead the development and implementation of Direct Marketing plans and budgets • Work with Head of Marketing and Fundraising to prepare board reports and business cases to support new initiatives and investment areas • Provide input into the strategic direction of the Marketing & Fundraising Team • Assist the Regular Giving Specialist in the development of the overall Regular Giving Growth strategy • Develop and execute a cash donor acquisition strategy • Work closely with the Data and Insights Analyst to brief data requirements, supporter segmentation and report on program performance • Develop a digital growth Plan to support and grow the Direct Marketing Programs
Team & Performance Management and Accountability	<ul style="list-style-type: none"> • Lead WIRES Direct Marketing team, overseeing recruitment, onboarding, training and staff development • Execute performance management and staff development processes • Accountable for team management & culture building • Develop KPIs for Direct Marketing Team • Accountable for Direct Marketing Team Performance & feedback • Manage and coach the Individual Giving Coordinator and Regular Giving Specialist, ensuring the delivery of work aligns to wider Fundraising team and organisational plans

<p>Program Management</p>	<ul style="list-style-type: none"> • Oversee monthly reporting on all Direct Marketing programs and present key updates at management and team meetings • Ensure campaigns are executed on time, KPI's are achieved and campaigns are within budget • Work with the Regular Giving Specialist and third-party suppliers to grow the Regular Giving program executing campaigns to drive engagement, lead acquisition and conversion • Ensure a data-driven approach is in place for decision making, with emphasis on segmentation models, donor research and data integrity • Work closely with other Marketing & Fundraising managers to agree, develop and execute a highly personalised segmentation strategy, supporter journey and communications calendar • Work with the Individual Giving Coordinator to develop and execute a robust cash program including testing, acquisition and retention activities • Ensure an appropriate resource pipeline (stories and images) available for use in campaigns to create compelling asks to supporters • Leverage each opportunity to ensure campaigns are integrated and connected across multiple channels • Monitor industry trends including competitor analysis, continually upgrading understanding of best practice fundraising strategies and incorporate learnings into programs as appropriate • Develop comprehensive internal and external briefs e.g. data, creative, and mailhouse • Build and maintain effective relationships with suppliers to ensure services provided are delivered as agreed • Engage with sector networks and keep up to date with best practice through participation in user groups, industry meetings and think tanks • Work with members of the Marketing & Fundraising Team to share donor insights to determine whether there are opportunities for further relationship development and streamline the donor experience • Coordinate with internal and external stakeholders to develop marketing materials, including print and digital, which align with brand guidelines
<p>Administration</p>	<ul style="list-style-type: none"> • Manage and monitor budgets, tracking income and expenses and deliver reports to ensure strategic and operational oversight is being provided • Ensure WIRES database is kept up to date with accurate information at all times • Work closely with Supporter Care and Data Manager to ensure Direct Marketing data processes are completed in an accurate and timely manner • Project manage campaigns end to end, ensuring issues are flagged in a timely manner, deadlines are met, and post campaign reviews are completed
<p>Active team and organisational member</p>	<ul style="list-style-type: none"> • Work with colleagues to share workloads during busy periods • Demonstrate and model WIRES mission, values and behaviours • Comply with WIRES Policies and Procedures • Observe all legal and legislative requirements • Cultivate productive and collaborative working relationships with colleagues and external stakeholders • Communicate in a professional, respectful and constructive manner • Perform other duties and manage other projects as requested by management

Personal attributes, qualifications and competencies	
Essential Criteria	<p>Selection Criteria</p> <ul style="list-style-type: none"> • Minimum 4 years' relevant experience in a not-for-profit environment • Demonstrated passion for fundraising and ability to increase revenue in direct marketing programs • Experience in report design and using insights to make data-driven decisions • Demonstrated financial and analytical literacy and experience managing expenditure budgets <p>Other Essential Criteria</p> <ul style="list-style-type: none"> • Previous employment in not-for-profit sector • Ability to manage multiple projects and priorities simultaneously • Awareness of the importance of data integrity and accuracy & experience working with a range of systems • Highly organised, reliable, efficient & detail orientated • Demonstrated excellent written & verbal communication skills • Commitment to maintain confidentiality of donor details at all times • Committed to prompt, high quality customer service • Understanding of the importance of data integrity and accuracy • Proven ability to maintain good relationships with suppliers and agencies
Desirable Criteria	<ul style="list-style-type: none"> • Prior people management experience • Experience implementing digital fundraising programs highly regarded • Tertiary qualifications in business, marketing or communications • Experience using Campaign Monitor • Experience using analytics software
Personal Attributes	<ul style="list-style-type: none"> • Passionate about animal welfare and improving outcomes for animals • Willingness to work cooperatively and collaboratively across the organisation • Openness to change and the flexibility to accommodate changing requirements • Positive attitude & ability to confidently manage a wide range of stakeholders • Team player – collaborative and approachable
Key Competencies	<ul style="list-style-type: none"> • Results Driven • Analytics and problem-solving skills • Fundraising project management • Organised and efficient • Attention to detail • People Management

After KPI targets are agreed there will be ongoing team reviews to assess performance in relation to agreed targets.