

Job Description

Digital Fundraising Coordinator

Department	Fundraising
Reports to	Digital Marketing Manager
Direct Reports	Nil – <i>works closely with contractors, interns and volunteers</i>
Grade	Grade 7
Status	12 month contract, Full-time
Location	Greenpeace's normal places of business and or remote working from home (on request)

Role Purpose

As a member of the Digital Marketing team within the fundraising department, and working closely with Campaign and Donor Development teams, the Digital Fundraising Coordinator will develop and execute digital marketing plans to engage supporters and the public to become financial supporters of Greenpeace. As Greenpeace is an independent organisation, 100% funded by our supporters, it is vital that we engage our supporters' financial power as we fight together for our fragile planet and the magnificent diversity of life that call it home.

The Digital Fundraising Coordinator will play a key role in engaging supporters across paid, owned and earned channels including email, social media, search, display and more, working closely with agencies and in-house specialists. This role will develop and execute marketing plans, create compelling campaign storytelling and engage donors in the meaningful ways they can financially support our campaigns. Responsible for the end-to-end supporter journey and experience, this role will help develop landing pages, email journeys, social content and ads to engage existing supporters and attract new supporters, with a focus on acquisition of new regular givers online.

Greenpeace Values	Greenpeace Mindset
Global Mindset	Greenpeace is an independent campaigning organisation, which uses peaceful, creative confrontation to expose global environmental problems, and develop solutions for a green and peaceful future. Our goal is to ensure the ability of the earth to nurture life in all its diversity. That means we want to protect biodiversity in all its forms; prevent pollution and abuse of the earth's ocean, land, air and fresh water; end all
Trust and Respect	
Values People	
Knowledge Sharing	
Goal Orientated	

Cutting Edge	nuclear threats, and promote peace, global disarmament and non-violence.
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Key metrics
Collaboration and Relationships
Planning and Implementation
Compliance with Framework Conditions

Role Responsibilities	
Collaboration and Relationships	
Key Metric	How Success is Measured
Contributed to significant digital fundraising growth	<ul style="list-style-type: none"> • Work across teams, ensure effective strategies are in place for converting new audiences and current Greenpeace supporters to donors, with a focus on acquiring new regular givers online. • Develop strategies for digital marketing campaigns to effectively increase digital fundraising levels through all channels. • Develop testing strategies to significantly increase online donations, working with agencies and in-house specialists. • Develop supporter journey strategies to deepen the engagement with Greenpeace campaigns, leading to a donation and regular giving commitment. • Proactively analyse, research and recommend ways to optimise our current activity, or to trial new digital fundraising tactics. • Meet ambitious targets for digital fundraising.
Effectively collaborated & maintained relationships with GPAP digital stakeholders (internal and external)	<ul style="list-style-type: none"> • Work across teams, implement effective email marketing to meet and exceed supporter engagement and financial targets. • Assist in the development of other digital engagement and fundraising programs, including online experiences and landing page builds. • Work with the Donor Development team to optimise acquisition strategies with retention insights so that we can attract donors most likely to stay or upgrade. • Work across teams to ensure that social media activity is engaging and grows our base of donors - moving followers to financial supporters and advocates. • Manage or collaborate with volunteers and interns.

	<ul style="list-style-type: none"> Brief and coordinate work to digital marketing agencies, and work with them to optimise performance in paid media channels.
Planning and Implementation	
Key Metric	How Success is Measured
Provided effective digital marketing planning and implementation that aligned with GPAPs specific needs	<ul style="list-style-type: none"> Ensure delivery of engaging and effective communications via paid, owned and earned digital channels, to acquire new single donors and new regular givers. Provide support for landing page development (e.g. petition and donation pages) and conversion rate optimisation plans. Provide digital marketing support for quarterly appeals, working in collaboration with the Donor Development team.
Compliance with Framework Conditions	
Key Metric	How Success is Measured
Was compliant with Greenpeace policies and did not bring Greenpeace into disrepute	<ul style="list-style-type: none"> Abide by Greenpeace Australia Pacific Code of Conduct and related Integrity Policies. Ensure that your personal or campaign activities will not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the Fundraising Director).

Role Requirements

Knowledge

- Knowledge of digital marketing best practice, current trends and innovations in fundraising.
- Multivariate testing approaches, test plans and assessment.
- Knowledge of ADMA policies and guidelines desirable.
- Knowledge of Fundraising Institute of Australia (FIA) fundraising policies and guidelines desirable.

Skills

- Multi-channel marketing campaign planning for supporter engagement, phone and email lead generation and donations online.
- Project management skills including team coordination, budgets and activity scheduling.
- Interpersonal relationship skills with both internal and external teams and agencies.
- Website and landing page builds, optimisation, SEO and user experience design. We use Instapage, Wordpress and Hubspot.
- Knowledge and experience using email systems, journey builders and integration with CRMs using tools such as Salesforce, Autopilot, Hubspot or Salesforce Marketing Cloud.
- Performance monitoring and analytics skills to optimise performance, including UTM code construction and tracking using Google Analytics and Google Tag Manager. We use native platforms, Civis and Data Studio for metrics reporting.

- Managing and optimising ads across Facebook Business Manager, Google Ads, LinkedIn and other ad buying platforms for search (SEM), social and display ads - in coordination with agencies.
- Social media copywriting, management and reporting using tools such as Creator Studio, Hootsuite, Buffer.
- Strong persuasive copywriting and editing skills for email, social, pages, ads.
- Intermediate asset design skills for images, gif and video - Canva, Photoshop.
- Strong time management, prioritisation and organisation skills.
- Ability to use Google Suite, Trello and Slack for team communication.

Experience

- At least two (2) years' experience digital fundraising role (NFP preferred) or similar or relevant revenue generating role, and/or
- At least two (2) years' experience in digital marketing campaign coordination and implementation including multi-channel activity across paid, owned and earned channels such as email, social media, search, paid media, partnerships, and/or
- At least two (2) years' experience creating compelling and persuasive content that engages supporters and leads to financial outcomes including copywriting, copyediting and asset creation (images, video).
- Project and budget management.
- Supporter first mind-set in UX design that leads to campaign outcomes.
- Audience segmentation and market analysis.

Employee Commitment	
Signature:	Date: