



Position Title	Direct Marketing Coordinator
Position Type	Full Time, 12-month Contract with potential for extension
Department:	Marketing & Fundraising
Date:	November 2020
Reports To:	Individual Giving Manager

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 Cash donor programs, including appeals, acquisition and retention activities, helping WIRES to increase engagement, improve long-term relationships and increase fundraising income to expand our rescue, care and education services.

Key areas of responsibility	Key Tasks
Strategy and program development	<ul style="list-style-type: none"> • Contribute to the development and implementation of Cash fundraising budgets and plans • Provide input into the strategic direction of the Marketing & Fundraising Team • Assist the Individual Giving Manager in the development and execution of a cash donor acquisition growth plan • Work closely with the Data and Insights Analyst to brief data requirements, supporter segmentation and report on program performance • Contribute to the development of a Digital Growth Plan to support and grow the Individual Giving Cash Programs
Program Management	<ul style="list-style-type: none"> • Implement Cash Giving programs; Fundraising appeals, eDM’s, acquisition and retention activities • Project manage campaigns end to end, ensuring issues are flagged in a timely manner, deadlines are met and KPI’s are achieved • Produce and execute eDM campaigns in Campaign Monitor • 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 • Ensure an appropriate resource pipeline (stories and images) available for use in campaigns to create compelling asks to supporters • Coordinate with internal and external stakeholders to develop marketing materials, including print and digital, which align with brand guidelines • 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. • Work closely with the Data team to brief data requirements, supporter segmentation and report on appeal performance • As key contact, build and maintain effective relationships with suppliers to ensure services provided are delivered as agreed

	<ul style="list-style-type: none"> • Assist on monthly reporting on all cash giving programs and present key updates at team meetings • Work closely with the Regular Giving Specialist to coordinate crossover donors and opportunities to collaborate, share content and provide the optimal supporter journeys • Ensure a data-driven approach is in place for decision making, with emphasis on segmentation models and data integrity • Develop and execute a robust testing plan across cash acquisition, development and retention activities • Work closely with colleagues to 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 cash programs as appropriate • Engage with sector networks and keep up to date with best practice through participation in user groups, industry meetings and think tanks
Administration, processing and donor care	<ul style="list-style-type: none"> • Manage and report on budget income and expenditure • Process invoices and keep track of detailed expenditure • On occasion, assist with the donation line, queries and processing donation requests • Ensure WIRES database is kept up to date with accurate information at all times • Work closely with Data Team to ensure program data processes are completed in an accurate and timely manner
Active team and organisational member	<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 2 years relevant experience • Experience implementing successful direct marketing or digital fundraising programs • Experience using insights to make data-driven decisions • Demonstrated project management experience & ability to multi-task <p>Other Essential Criteria</p> <ul style="list-style-type: none"> • Demonstrated excellent written & verbal communication skills • Demonstrated passion for fundraising and a commitment to increase fundraising revenue • Experience using Campaign Monitor or similar • Highly organised, reliable, efficient & detail orientated • Demonstrated ability to improve results or outcomes in previous roles • Strong analytical and problem-solving skills with the ability to multi-task • Strong technical skills and the ability to learn new systems quickly • Commitment to maintain confidentiality of donor details at all times

	<ul style="list-style-type: none"> • Committed to prompt, high quality customer service • Understanding of the importance of data integrity and accuracy
Desirable Criteria	<ul style="list-style-type: none"> • Previous employment in not-for-profit sector highly regarded • Previous fundraising experience highly regarded • Tertiary qualifications in business, marketing or communications • Experience in Digital Marketing and/or lead generation • Experience working in a donor or customer facing role • Experience working with relational CRM's
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"> • Project management • Flexible and adaptable • Analytical and problem solving • Attention to detail • Organised and efficient

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