

Position Description

Digital Fundraising Officer (.6FTE Part-Time)
Caroline Chisholm Society

The Caroline Chisholm Society

The Caroline Chisholm Society (the Society) is an agency providing a range of support and assistance to pregnant women and parents with young children. It delivers services that respond to the needs of families and supports them to achieve and maintain a safe and nurturing environment.

The Society's values are respect for life, compassion and caring, social justice, empowerment, recognition of diversity, and accountable best practice. Our services are characterised as having a child focus and being family centred, being flexible and responsive, acknowledging the expertise of family, providing positive pregnancy support, connecting families with communities and promoting safety.

The Caroline Chisholm Society is made up of approximately 20 staff (including community service workers and administrators) along with approximately 100 volunteers supporting over 330 families living predominately across the North Western corridor of Melbourne with some operations in the Goulburn Valley.

More information about the Society is available at <http://www.caroline.org.au/>, in our constitution and in our annual reports.

Nature of the role

Reporting to and working closely with the CEO, the Digital Fundraising Officer will take the lead to develop and deliver fundraising appeals and conversion campaigns, developing support acquisition and retention through donor journeys, and coordinating a community engagement strategy linked to increasing supporter engagement to convert to donations.

Accountabilities

The Digital Fundraising Officer reports to the CEO and will be responsible for:

- Developing and implementing, under the guidance of the CEO, the Society's fundraising strategy and plan, including.
 - annual fundraising appeals, direct marketing campaigns and manage the development of a regular giving program.
- Develop content and digital marketing material for fundraising, social media and social engagement campaigns.
- Implement and coordinate fundraising donation appeals to increase donor acquisition, upgrade and renewals through a variety of channels including online and email.
- Maintain the CRM database with donor, member and stakeholders information and implement data segmentation strategies and prepare data analysis.

- Includes reporting, campaign analysis, prepare presentations and analysis of outcomes.

Teamwork

- Promote a strong team approach, contributing to a culture of cooperation, encouragement, affirmation and accountability;
- Participate in appropriate professional development opportunities;
- Help identify ways to continually improve systems and processes.

Self-Management

- Maintain professionalism;
- Behave consistently and fairly, respect and value others' contributions;
- Manage time effectively and efficiently.

Risk Management/OH&S

- Always ensure awareness of risk management and Occupational Health and Safety;
- Report any hazards or concerns in a timely and accurate manner;
- Comply with child safe standards and legislative obligations.

Other Duties

- The incumbent may within reason request staff perform other duties which are auxiliary and peripheral to normal duties.

Key Selection Criteria

The successful candidate will have demonstrated that they:

1. Understand and share the values and objectives of the Caroline Chisholm Society.
2. Have a degree or qualification in digital fundraising/communication/marketing or related field; OR minimum two years experience in digital fundraising.
3. Demonstrated experience in digital fundraising utilising digital channels for lead acquisition/supporter growth.
4. Understand and demonstrated experience of email marketing, social media and digital tracking and analytics tools.
5. Experience in planning and implementation end to end and ongoing fundraising and marketing campaigns with demonstrated and applied understanding of digital fundraising techniques.
6. Proficient at maintaining CRM platforms and optimising data segmentation to target of specific audiences.
7. Exceptional written and verbal communication skills, with attention to detail, proficient fundraising copywriting skills, and an understanding of the target audience over a range of channels.

8. Works efficiently both collaboratively and with a high degree of autonomy and can demonstrate flexibility, initiative and creativity, sound time management, meet deadlines and coordinate complex and competing priorities under pressure.
9. Are tech-savvy with a structured approach to problem solving.
10. Have experience with Microsoft Office 365 and strengths in MSOffice suite, including Word, Excel and Outlook.

Conditions of Employment

- Current Victorian Driver’s Licence.
- Current Working with Children’s Check
- Regular National Police Check
- Regular International Police Check (if applicable)
- This position is offered on a probationary period of 6 months in accordance with the Fair Work Act 2010.
- Annual Performance review will take place 12 months after the commencement date.
- This position description will be regularly updated in accordance with the developing needs of the organisation.
- Out of hours work will be required.
- All Caroline Chisholm Society employees are required to:
 - Maintain the highest standards of integrity and behaviour in line with Caroline Chisholm Society Values, Code of Conduct and undertake identified training and professional development activities/programs.
 - Comply with all Caroline Chisholm Society policies and procedures
 - Comply with all Occupational Health and Safety legislation and regulation
 - Comply with all other Commonwealth and State legislation relevant to the organisation
 - Uphold and enhance the reputation of Caroline Chisholm Society

Incumbent	
Position Title	Digital Fundraising Specialist
Date Prepared	July 2021
Classification under the Social, Community, Home Care and Disability Services Industry Award 2010	Social and Community Services Employee
EFT:	The position is .6, 3 days a week.

Caroline Chisholm Society: responding to the needs of families

	Out-of-Hours work will be required.
Location:	Melbourne
Contract End Date:	
Other Conditions:	Consistent with the Social, Community, Home Care and Disability Services Industry Award.