GREENPEACE

Job Description

Digital Marketing Coordinator (Retention)

Department	Fundraising
Reports to	Donor Development Manager
Direct Reports	*Nil - works closely with volunteers, interns and contractors*
Grade	Grade 7
Status	12 month contract, Full-time
Location	Based in Greenpeace's normal places of business and or employee's home (on request)

Role Purpose

The purpose of the Digital Marketing Coordinator (Retention) role is to plan and execute a range of supporter experience and development activities at Greenpeace Australia Pacific (GPAP) to improve donor retention and donor value. This role is responsible for coordinating donor communications, journey planning and donor retention and upgrade initiatives. It will develop and execute plans to improve supporter experience and will help develop and monitor metrics to track donor satisfaction, retention and development.

The Digital Marketing Coordinator (Retention) will work closely with other members of the Fundraising team and staff across the organisation to build a culture of excellence in supporter experience and supporter retention and promote best practice in donor communications. They will work closely with the Engagement Administrators to ensure retention insights are implemented into supporter processes and will be an active voice in building a strong culture of donor care and retention across the organisation. .

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
Trust and Respect	
Values People	
Knowledge Sharing	

Goal Orientated	abuse of the earth's ocean, land, air and fresh water; end all nuclear threats, and promote peace, global disarmament and non-violence.
Cutting Edge	

Key metrics
• Strategy
• Target Monitoring
• Relationship Building
• Compliance with Framework Conditions

Role Responsibilities	
Strategy	
Key Metric	**How Success is Measured**
Execution of retention and development initiatives for maximum impact	• Coordinate the planning and implementation of donor retention and nurture initiatives, including impact reporting. • Execute on a periodic basis, supporter communications initiatives prioritising retention and support experience outcomes. • Using strategic insights, map out journeys of experiences designed to deepen supporters' relationship with Greenpeace; maximising their lifetime value. • Review key dashboards to monitor critical supporter experience and retention metrics. • Utilising the capability of our marketing automation platform (Hubspot) and CRM (Salesforce) to deliver personalised communications journeys tailored to supporters' individual needs. • With the Digital Marketing Manager and Donor Development Manager, develop insight-driven, digitally-led, multi-channel content or campaigns to deepen retention and loyalty. • Share any supporter experience insights identified with the Engagement Administrators to feed into inbound and outbound supporter communications. • Plan and execute segmented donor communications to enhance retention and development outcomes. • Coordinate crew engagement monitoring (charity support score using the Delighted tool) and report any trends to Donor Development Manager/other stakeholders. • Work with the Technology & Creative team to ensure that supporter experience insights are fed into website and UX work. • Complete donor experience journey mapping as directed by the Donor Development Manager, liaising with other colleagues

Target monitoring	
Key Metric	**How Success is Measured**
Monitor performance Metrics and act as required	• Understand target metrics in relation to retention and donor development initiatives and track performance over time. • Monthly and bi-annual analysis and reporting of supporter retention initiatives across the organisation. • React to changes in metrics to recommend courses of action to improve retention and the donor experience. • Monitor and analyse market competitors to engage in a process of continuous improvement and implement best fundraising and supporter communications practices.
Relationship building	
Key Metric	**How Success is Measured**
Relationships are effectively managed to achieve donor development outcomes.	• On a day to day basis, manage the relationship with external suppliers in relation to retention or supporter experience activities, as required. • Build effective working relationships with colleagues across the organisation to ensure retention and donor experience priorities are effectively implemented. • Play a key role in helping to foster an organisational culture that prioritises the supporter experience and donor retention.
Compliance with Framework Conditions	
Key Metric	**How Success is Measured**
Was compliant with Greenpeace policies and did not bring Greenpeace into disrepute	• 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 Director of Fundraising).

Role Requirements

Knowledge

- High level of knowledge and understanding of fundraising and non-government organisations, particularly in the local market
- High level of knowledge and/or experience in managing relationships of external suppliers
- Knowledge of Fundraising Institute of Australia (FIA) fundraising policies and guidelines
- Knowledge of ADMA policies and guidelines.

Skills

- Strong communicator with experience of developing impactful support/customer journeys, communications / content strategies, and digital experiences.
- Skills in creating and managing compelling content for a range of audiences across a mix of channels.
- Skills in donor retention and regular giving retention
- Skills in brand/reputation management, and PR / media campaigns.
- Skills in briefing and managing external suppliers.
- Skills and understanding of project management skills.
- Able to effectively coordinate stakeholders in a fast-paced environment. Familiar with agile methodologies used by technical teams.
- Understanding of marketing technologies, marketing automation tools (Hubspot, Autopilot, Instapage, Adobe etc.) and social media channels
- Interpersonal relationship skills, in particular building constructive and long-term relationships with both internal and external parties
- Skilled in data analysis, data interpretation and ability to provide strategic insights and actions from the use of data

Experience

- At least two (2) years' experience in a similar or related role
- At least two (2) years' experience in a retention or digital marketing or supporter experience focused position
- Experience with CRM systems, Salesforce and Google Suite (desirable).
- Experience of implementing retention marketing or fundraising strategies
- Experience in executing customer/donor communications strategies

Employee Commitment	
Signature:	Date: