**POSITION DESCRIPTION**

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| **General Information** | |
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| **Position Title:** | **Digital Fundraising Specialist** |
| **Function & Team/Program:** | **Marketing / Fundraising** |
| **Location(s):** | **Sydney (National Office)** |
| **Manager’s Position Title:** | **Appeals and Acquisitions Manager** |
| **Manager’s Name:** | **Louise Woods** |
| **Date Prepared:** | **17TH June 2022** |
| **Prepared By:** | **Louise Woods** |
| **Approved By:** | **Lisa Allan** |

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| **Primary Purpose of this Position** |
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| The Digital Fundraising Specialist supports The Smith Family’s fundraising objectives by overseeing and executing all digital fundraising activity associated with cash appeals to deliver on income and donor acquisition targets, and enhance our supporter experience. |

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| **Scope** | |
| **Direct Reports to this Position** | **Indirect Reports** |
| None | None |
| **Financial Dimensions controlled by this Position *(financial metrics such as revenue growth, income & expense budget, etc.)*** | |
| **Direct control** | **Indirect control** |
| e.g. Revenue, Operating expenditure, Capital expenditure, etc.  None | * $13m + income from cash appeals * $600k+ expenditure   *Depending on focus:*   * Acquire 12,000+ new Cash (single gift) Donors * Acquire 4,000+ new Regular Donors (Champions) * Acquire 400+ new Child Sponsors |
| **Other Dimensions of this Position** | |
| e.g. Number of programs, site responsibility, geographic spread of team  The role will work closely with the Direct Marketing Manager and Digital Media & Advertising Manager Manager to ensure all campaign activity is executed in line with the overarching appeals and digital strategies and fully integrated with the direct marketing creative and tone, and supporting relevant test initiatives.  As part of the Appeals & Acquisitions Team they will contribute to and support the development of annual Cash Appeals (control version) from Creative Territory through to lodgement. The evolution of the Joyspreader Charity Gifts portfolio will also fall within the remit of this position. | |

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| **Setting Priorities *(how is work prioritised)*** | |
| How often does employee prioritise their own work? e.g. Daily, weekly, monthly, annually, other | Daily, weekly, monthly and in line with appeal deadlines and related forward planning. |
| How often does employee determine the priorities of others? e.g. Daily, weekly, monthly, annually, other | N/A |

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| **Key Relationships *(Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with)*** | |
| **Internal** | * Appeals & Acquisitions Team * National Manager, Appeals and Acquisitions * Digital Media & Advertising Manager * Digital Marketing Team * Marketing Analytics & Reporting Manager * Retention Team * Communications Team |
| **External** | * Creative agencies (digital and design as appropriate) * Lead creative agency * Copywriting Agency * Digital media agencies * Data agency * Various graphic design agencies as required/appropriate |

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| **Key Decision Making in this Role *(What are the key decisions and recommendations made in this role?)*** |
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| Decisions Expected:   * Briefing and debriefing to relevant internal and external stakeholders. * Extension of campaign theme and creative concept across our digital ecosystem ensuring integration of copy, tone and creative application. * Data and segmentation strategies (in collaboration with Direct Marketing Manager and Digital Marketing Manager) * Scheduling and planning of activity to meet key dates and budget * The day-to-day management of agencies to deliver assets according to agreed timeline and budget. * Reporting and analysis of results through relevant platforms (GA, Power BI etc.) |
| Recommendations Expected:   * Scheduling and planning of activity to meet objectives, key milestone dates and budget. * Expenditure allocation within agreed channel plan. * Execution of test strategies, specifically but not restricted to digital channels * Channel use & day-to-day optimisation in line with donor understanding, campaign performance and digital best practice. * Opportunities to improve donor engagement and response (all segments including high value) |

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| **Key Responsibilities / Accountabilities *(List the major areas from largest % of job to smallest)*** | | |
| **Major Area: Project Management** | **% of Job: 30%** | |
| * Work with the Appeals Team, establish key milestones and detailed timeline for activity that supports the relevant appeal. * Working with Digital Media and Advertising Manager and National Manager, Appeals and Acquisitions, set the digital media plan in line with over-arching campaign digital media and appeals strategy. * Collaborating with relevant internal and external stakeholders, coordinate the development of campaign creative that is in line with the over-arching digital campaign strategy and appeal creative, with particular focus on:   + Display and Rich Media   + Native Advertising   + eDM creative * Collaborating with relevant internal and external stakeholders, coordinate the development of content and creative execution in line with campaign timelines for the following:   + Display and Rich Media   + Native Creative   + Campaign eDMs * Plan of eDM strategy for all relevant appeals with recommendations for segmentation, journey mapping, automation, dynamic content, testing and reporting. * Throughout the campaign manage the day-to-day reporting of results against expectations. * Manage the review and approval process of the above content in line with campaign timeline, ensuring full integration with overarching campaign timeline and targets. * In consultation with Direct Marketing Manager and Appeals Campaign Specialist, ensure data/segmentation briefs are prepared and submitted to achieve targets and deadlines including specific data needs for digital channels. | | |
| **Major Area: Relationship Management** | **% of Job: 30%** | |
| * Foster collaborative working relationships with internal stakeholders and team members to ensure online/offline integration for each campaign and create opportunities for innovation. * Coordinate input from relevant stakeholders to deliver on targets within agreed timelines. * Develop and maintain relationships with agencies and industry associations to ensure skills and knowledge are kept up to date, and campaign objectives are achieved. | | |
| **Major Area: Strategic Development and Input** | | **% of Job: 20%** |
| * Manage the development of digital strategies that support Fundraising and Acquisition campaigns in line with overarching campaign strategy (developed by respective Marketing Manager) to deliver on agreed targets. * Working with respective campaign stakeholder, develop segmentation and targeting strategies utilising results analysis and recommendations by Marketing Analytics Team and Data Agency. * Consult and collaborate with relevant campaign stakeholder and Digital Media & Advertising Manager to develop Test and Learn initiatives that have integrated digital and non-digital structure. * Research and recommend new initiatives for online and integrated acquisition models and donor engagement activities, including the optimisation of response journeys for supporters. * Contribute to and support the creative development and strategy for our major cash appeals, including test initiatives. | | |
| **Major Area: Reporting and Analytics** | **% of Job: 20%** | |
| * Ensure appropriate metrics are established for weekly and monthly reporting across all digital channels and marketing activity. * Working with Digital Marketing Team to ensure a measurement strategy is in place for all key metrics. * Prepare and submit weekly reporting on appeals digital marketing, including any Test & Learn initiatives. * Contribute to Post Campaign Analysis brief and input to ensure meaningful and actionable recommendations. | | |

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| **Key Challenges in Achieving Goal(s): *(What are the key challenges faced by this role in meeting goals/objectives)*** |
| * Engagement of multiple cross functional teams and stakeholders for each appeal and campaign * Overlapping campaign activity and competing deadlines, particularly through December to October. |

**Every Team Member at The Smith Family:**

* Is expected to uphold The Smith Family Values and Culture;
* Understands and complies with the Child Protection Framework;
* Takes reasonable care for the health and safety of themselves and others;
* Understands and complies with the Workplace, Health and Safety Systems;
* Reports hazards and incidents and participates in risk management as required.

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| **Qualifications, Experience and Competencies: *(What background, knowledge, experience or competencies are required to perform the role at the expected level?)*** | | |
| **Education /**  **Qualifications / Memberships:** | **Essential** | **Desirable** |
| * Tertiary qualification in marketing, communications or related/relevant area. |  |
| **Experience:** | **Essential** | **Desirable** |
| * At least 2 years digital fundraising experience, with at least one year of strategic input/development. * Demonstrated sound understanding of core digital fundraising principles and best practice across all digital channels. * Experience in copy writing for digital fundraising. * Hands on experience with digital analytics tools, intermediate Google Analytics experience required. * Hands on experience with email marketing tools and use of automation and dynamic content (e.g. Campaign Monitor, Mail Chimp, etc.) * Experience briefing and managing creative and copywriting agencies. * Demonstrated experience managing a diverse range of stakeholders. | * Some experience in test and learn activity, including reporting of results. * Experience developing and testing donor journeys (online or offline). * Basic understanding of HTML/CSS * Experience in UX/UI design principles and planning techniques * Experience working in an agile / scrum environment to deliver digital products and experiences. |
| **Competencies:** | **Essential** | **Desirable** |
| * Solid project management experience with demonstrated high attention to detail. * Ability to manage competing priorities and deadlines. * Ability to demonstrate initiative, multitask, work under pressure and deliver to timelines. * An innovative mind set and a will to test and trial new things. * Strong collaborative instinct and a desire to seek feedback and input to achieve the best outcome. * Strong interpersonal skills – ability to interact and collaborate at a range of organisational levels * Self-motivated and an ability to work autonomously. | * A strong interest in the not-for-profit/charity sector. |