

Position Description

Role:	Digital Fundraising Specialist
Location:	Eastern Melbourne (Wurundjeri Country) / Hybrid
Position Type:	Part time (0.8+FTE) or full time
Salary:	TBD based on experience

About Balanced Effect

Balanced Effect is a team of specialists dedicated to supporting purpose-driven organisations in achieving their goals and making a positive impact in the world. Our team's range of expertise in fundraising, marketing, communications and fundraising technology platforms provides valuable support to organisations that may not have such skills in-house.

Balanced Effect offers consulting to our growing list of NFP clients. The team's experience and expertise in the NFP sector, especially with leading fundraisers who have decades of experience, has proven to be invaluable when creating effective fundraising campaigns and strategies.

We are passionate about the work our clients do, and we are looking for a person who is equally passionate. As the name suggests, we believe in a balanced life and pride ourselves on being a supportive workplace.

Vision

To be the trusted partner to purpose-driven organisations, enabling them to have an even greater impact on the world.

Values



About the Role

We are looking for a personable, detail-oriented digital specialist to join our growing team. You will use your skills, knowledge and experience to support our many for-purpose clients to maximise fundraising income and build user friendly, efficient tech stacks.

You will own the day-to-day production of Raisely campaign and donation pages, eDMs, email lists, minor website changes and campaign reporting, handling requests end-to-end, quickly and to a high standard. You'll work directly with our clients on production tasks, approvals and training.

You are proactive, have impeccable attention to detail and are a born problem solver. Working with a team of experienced fundraisers you will be on top of digital trends, releases and best practice in the digital space.

Key Responsibilities

On a daily basis, the Digital Fundraising Specialist will be responsible for:

- Designing, building and configuring online fundraising and eDM campaigns in Raisely and other digital platforms, including custom CSS and basic custom page work
- Making minor edits and content updates across client websites (e.g. WordPress, Squarespace or similar)
- Managing the integrations between online platforms and client email and donor tools, including Raisely, Campaign Monitor, Ortto and Mailchimp
- Building, segmenting and maintaining email lists and audiences, including imports, suppressions and automation setup
- Scheduling, testing (rendering, links, personalisation) and eDM sends
- Acting as a day-to-day contact for clients on tasks by gathering briefs, assets, managing approvals and keeping clients informed on progress
- Data analytics and reporting for campaigns
- Email marketing set up including donor experience and journeys
- Delivering training and mentoring for client staff on Raisely, email platforms and related tools, including creating simple how-to guides



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- Collaborating with the design team to create visually impactful graphics for digital campaigns
- Working closely with the team to ensure cohesive and effective digital marketing strategies
- Input into long term digital strategies to maximise client brand awareness and fundraising income

Qualifications, Skills and Experience:

The ideal candidate for the Digital Fundraising Specialist position should possess the following qualifications, skills and experience.

Required skills:

- Demonstrated experience building and managing campaign or donation pages in Raisely
- Ability to write and troubleshoot custom CSS (and ideally basic HTML) to customise pages beyond out-of-the-box templates
- Hands-on experience building eDMs and managing lists and segments in at least one major email marketing platform (e.g. Mailchimp, Campaign Monitor, Ortto or similar)
- Demonstrate an understanding of digital fundraising and/or marketing practices including Meta and Google Ads
- A genuine people person and comfortable managing the back-and-forth of briefs and approvals
- Self-sufficient and organised. Able to manage a varied queue of tasks, prioritise sensibly and see work through with limited supervision
- Experience in the nonprofit/fundraising sector, or with an agency serving nonprofit clients

Nice to have skills:

- Experience with campaign reporting and analytics
- Experience delivering training or writing user documentation
- Basic understanding of donor journeys, supporter care or email automation
- Experience with organic social media

Knowledge, Skills and Attributes:

1. **Time Management and Efficiency:** Possess good time management skills and efficient work practices to handle various tasks promptly
2. **Proactive Attitude:** Display a proactive approach to all client challenges, constantly seeking ways to improve digital processes
3. **Desire for Best Practices:** Demonstrate a strong desire to implement best practice solutions, ensuring optimal functionality and user experience
4. **Responsiveness:** Be available and responsive to questions and requests from team members and clients
5. **Continued Personal/Professional Development:** Show enthusiasm for continuous personal and professional growth, have an inquisitive nature and stay informed about digital developments and best practices

Why Balanced Effect?

We invest in our staff

You will have ample opportunities for professional development.

We believe in the 'balanced effect'

You will have flexibility in your hours, ability to work a hybrid model and rarely if ever do overtime.

Social impact

95% of our clients are registered charities. The work we do matters and we see it in everything that we do. Our client's passion is our passion. Balanced Effect is a certified B Corp and we live by these values.

If you have experience in 80% or more of the listed skills and experience, you are passionate about creating change in the world and you are a dedicated learner, please apply.

We will actively be contacting people throughout the application period, so please do not delay your application.



Balanced Effect acknowledges Aboriginal and Torres Strait Islander people as the Traditional Custodians of the land and acknowledges and pays respect to their Elders, past and present.

