

POSITION DESCRIPTION

Position: Fundraising Campaigns Officer (FCD.162)

Reports To: Digital Fundraising Lead

Classification: Band C

CANCER COUNCIL VICTORIA

Every year, more than 39,000 Victorians will be diagnosed with cancer, and nearly 12,000 will die from cancer. The number of cases will increase as our population grows and ages. Survival will also improve as we get better at [early detection](#) and [treatment of cancer](#).

Since our establishment in 1936, [Cancer Council Victoria](#) has developed an international reputation for our innovative work in [cancer research](#), [prevention](#) and [support](#). As an independent, not-for-profit organisation, we play a leading role in reducing the impact of all cancers on all people.

Our people work and volunteer at Cancer Council Victoria to contribute to an organisation that makes a real difference in people's lives and is valued by the community we serve. In return we are proud to foster a culture that supports individuals to reach their full potential, in an environment that reflects our values of **Excellence, Integrity and Compassion**.

DIVISION AND BUSINESS UNIT SUMMARY

The **Fundraising and Communications Division (FCD)** is responsible for creating ways for people to play their part in saving lives and reducing the impact of cancer.

Through a diverse revenue generation program, the Division works to ensure funds are raised to support Cancer Council Victoria to achieve its mission of empowering people, saving lives and preventing cancer.

This is achieved through best-practice high volume fundraising approaches; exceptional relationship management of philanthropic partnerships; delivery of iconic fundraising events; and retail product sales and royalties.

The Division's ways of working enable our teams to move quickly, deliver ongoing value to our supporters and foster a culture of continuous improvement. We connect our cause and values to how we organise ourselves, and our work.

The Individual and Community Giving Unit is accountable for the strategy and implementation of key fundraising activities to drive diversified and sustainable income growth. This dynamic unit takes a continuous improvement approach to innovation and business development, ensuring supporters have a great experience supporting Cancer Council.

The unit is responsible for Cancer Council Victoria's mass market fundraising activities to increase supporter contributions annually and secure long-term income. Working across multiple digital and offline channels and campaigns, the unit comprises direct marketing appeals, regular giving, peer-to-peer, community engagement and retail revenue streams.

POSITION SUMMARY

The Fundraising Campaigns Officer is part of the Digital Fundraising Team which specialises in online fundraising, particularly peer to peer fundraising campaigns and events. Reporting to the Digital Fundraising Lead, this role requires excellent skills in relationship management, data management, digital marketing and innovation.

The role works closely with internal and external stakeholders to coordinate the implementation of digital fundraising strategy, to engage and provide support to campaign participants, and ensure supporter information is captured in the Customer Relationship Management Database (CRM).

RESPONSIBILITIES

Campaign Support

- Support the coordination of digital fundraising and peer-to-peer campaigns by providing administrative and logistical support.
- Manage and be the key contact for raising cost codes, managing purchase orders, completing cover sheets for vendor contracts ensuring correct expenditure codes are allocated across digital fundraising campaigns
- Support the team to perform real time monitoring of campaign UX, fundraising results and website data to identify and report issues and/or opportunities for improvement
- Continually learn and apply best practice digital fundraising techniques to support campaigns
- Identify and share interesting supporter stories with the internal stakeholders to support case study development and impact reporting
- Identify opportunities to minimise manual completion of tasks and then implement approved changes to improve systems and procedures
- Support the distribution of incentives and prizes to fundraisers, ensuring timely, efficient and cost-effective delivery
- Support the team to implement automated communication plans and journeys, in line with the wider Cancer Council Supporter Journey, to nurture individual supporters to improve their fundraising and become loyal fundraisers
- Provide digital fundraising support to campaigns across the Fundraising portfolio including but not limited to; working closely with the Supporter Engagement team to ensure FAQ's and key campaign information are correct and briefed in ahead of time and being the first point of contact to resolve any supporter queries escalated from the Supporter Engagement team

Stakeholder Engagement

- Maintain relationships with staff within FCD, as well as other Cancer Council Divisions and teams, including IT, Finance and Prevention
- Liaise with external stakeholders, including suppliers, agencies and event managers
- Provide operational support across Salesforce including campaign set up and reporting and knowledge of the CRM database.
- Participate in planning meetings and contribute to the implementation and reporting on actions

Reporting and Evaluation

- Support the team to undertake supporter feedback, user testing, and real-time campaign reporting, contributing to a continuous improvement team culture

- Participate in reporting and evaluations, taking a continuous improvement approach to fundraising campaigns

Such other duties as directed and consistent with an employee's level of skill, competence and training.

KEY SELECTION CRITERIA

Essential Criteria

Qualifications, Experience, Knowledge and Skills

- Diploma in digital marketing, customer service, administration, or related field
- Strong experience in administration, customer service or similar support role.
- Demonstrated excellent customer service and relationship management skills.
- Demonstrated ability to accurately update and maintain electronic records, including information repositories and databases
- Demonstrated problem-solving skills and attention to detail
- Strong organisational and time management skills, including the proven ability to meet deadlines
- Effective written and oral communication skills
- Basic experience working with digital platforms and/or content management systems, such as Salesforce, Funraisin and Google Analytics.
- High-level skills in MS Office, including Word, Excel and databases

Desirable Criteria

- Advanced diploma or relevant training in digital communications and/or digital marketing
- Experience in a community or not-for-profit organisation
- Experience working with automated customer journeys

Special Requirements

- Non-smoker
- Right to work in Australia
- Satisfactory completion of National Police Check
- Current Working with Children Check
- Ability to work evenings and weekends occasionally required during peak event periods