

POSITION DESCRIPTION

General Information:	
Position Title:	Senior Marketing Coordinator, Gifts in Wills
Incumbent:	New Position
Function & Team/Program:	Gifts in Wills – Fundraising and Communications
Location(s):	National Office
Manager's Position Title:	National Manager, Gifts in Wills
Manager's Name:	Jasmine Hooper
Date Prepared:	7 July 2026
Prepared By:	Jasmine Hooper
Approved By:	Louise Woods

Primary Purpose of this Position (<i>In one sentence - why does the role exist?</i>)
The purpose of this position is to coordinate and deliver marketing activity for The Smith Family's Gifts in Wills program, applying strong campaign coordination, stakeholder management and delivery disciplines to grow awareness, engagement and future income from supporters considering or confirming a gift in their Will. The role supports planning, development and delivery of integrated campaigns, supporter communications, stewardship activity, events, reporting and supporter journey improvements.

Scope: Operates in a job share arrangement with shared accountability for outcomes.	
Direct Reports to this Position By Position Title	Indirect Reports Total Number
Nil	Marketing Coordinators, in accordance with relevant campaign activity periods
Financial Dimensions controlled by this Position (<i>Include key financial metrics such as revenue growth, income & expense budget, etc</i>)	
Direct control	Indirect control
- Managing invoices and approving estimates within budget parameters - Sourcing competitive estimates from suppliers and negotiating final costs - Providing the relevant Manager with a tracking of all costs and invoices	
Other Dimensions of this Position	
- The role will work closely with the National Manager, Gifts in Wills to: - Manage relationships with agencies to meet strategic requirements - Make recommendations for marketing and channel strategy - Conduct market research and review competitor activity - Evaluate research and data, applying insights to future campaigns and supporting activity - Execute and evaluate strategic market tests and making recommendations on resulting action	

- Manage omni channel marketing campaign activities, including, but not limited to direct marketing, digital and above the line advertising campaigns to deliver on agreed objectives, outcomes and KPIs
- Analyse performance of campaigns and provide briefs incorporating data analysis, test & learn outcomes, feedback and suggest future strategies based on results
- Support an agile approach to campaign delivery and a culture of collaboration and integration.
- The role includes a specialist focus on respectful legacy-giving communications, stewardship and supporter journeys for people who are newly aware of Gifts in Wills, considering a gift, requesting information or confirming their intention.

Setting Priorities (*how is work prioritised*)

How often does employee prioritise their own work? Eg. Daily, weekly, monthly, annually, other	Daily, weekly, monthly, quarterly and yearly
How often does employee determine the priorities of others?	

Key Relationships (*Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with*)

Internal	• National Manager, Gifts in Wills and Gifts in Wills Team • Marketing, Campaigns, Digital, Content and Communications teams • Fundraising teams including Mid Value and Philanthropy • Customer Experience, Data, Supporter Care and Customer Administration teams
External	• Creative, media, telemarketing, print, mail house, digital and event suppliers • External agencies and partners supporting campaign development and execution

Key Decision Making in this Role: (*What are the key decisions and recommendations made in this role?*)

The role is expected to make Day to Day Decisions regarding: (and on occasion in collaboration with the manager):

- Planning and coordinating Gifts in Wills marketing and stewardship activities to meet agreed objectives, timelines and quality standards.
- Managing stakeholder relationships, feedback and approvals to support effective delivery of Gifts in Wills communications and campaigns.
- Briefing and coordinating agencies, suppliers and internal teams to ensure activities are delivered accurately, on brand and within budget.
- Reviewing communications, creative materials and supporter experiences to ensure they are appropriate, donor-centred and aligned with program objectives.
- Monitoring project progress, budgets and potential risks, and taking action to keep activity on track.

Recommendations Required:

- Gifts in Wills messaging, communications, stewardship initiatives and supporter engagement activities.
- Improvements to supporter journeys, audience targeting and segmentation strategies.
- Test-and-learn opportunities and the application of campaign results, supporter feedback and sector insights.

- Supplier selection, project delivery approaches and budget allocation to support effective campaign outcomes.
- Opportunities to improve supporter experience, engagement and long-term connection with The Smith Family.

Every Team Member at The Smith Family:

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

Key Responsibilities / Accountabilities:

Major Area: Campaign and Project Coordination — 55% of Job Total

- Coordinate integrated Gifts in Wills marketing activity from planning through to delivery, including project plans, briefs, schedules, stakeholder input, approvals, risk tracking and final materials.
- Work with internal teams, agencies and suppliers to deliver direct mail, telemarketing, email, web, digital, events and supporter communications on time, on budget and to brief.
- Review, proofread and coordinate feedback to ensure materials are accurate, respectful, on brand and suitable for Gifts in Wills audiences.
- Maintain campaign records, final assets, approvals, invoices and project documentation to support governance and future planning.

Major Area: Gifts in Wills Supporter Journey and Stewardship — 20% of Job Total

- Coordinate supporter communications, stewardship activity, events, webinars, supporter stories and impact content that help supporters feel informed, valued and connected.
- Develop and adapt materials for Gifts in Wills audiences at different stages of the supporter journey, ensuring communications are warm, clear, relevant and sensitive.
- Use supporter enquiries, feedback and communication needs to improve response pathways, journey touchpoints and future engagement activity.

Major Area: Donor Insights, Segmentation and Continuous Improvement — 15% of Job Total

- Work with data and reporting colleagues to support audience selection, segmentation, campaign reporting and post-campaign review.
- Analyse campaign results, supporter feedback, enquiry trends and sector activity to identify learnings and improvement opportunities.
- Contribute to test-and-learn activity and recommend improvements to messaging, channels, timing, journeys and stewardship communications.
- Share and document insights so learnings are applied to future Gifts in Wills planning and activity.

Major Area: Stakeholder, Supplier and Administrative Coordination — 10% of Job Total

- Build productive relationships with internal teams, agencies, suppliers and external providers to support coordinated delivery of Gifts in Wills activity.
- Coordinate meetings, actions, stakeholder input, supplier requirements, quotes, invoices and expenditure tracking.
- Communicate clearly on briefs, timelines, costs, approvals, decisions, risks and next steps, escalating issues early and recommending practical solutions.

Key Challenges in Achieving Goal(s): (What are the key challenges faced by this role in meeting goals/objectives)

- Managing multiple campaign, stewardship and supporter journey activities with competing timelines, dependencies and stakeholder requirements.

- Balancing standard marketing delivery disciplines with the sensitivity required for Gifts in Wills communications and legacy-giving conversations.
- Coordinating activity across internal teams, agencies and suppliers while maintaining accuracy, brand alignment, budget control and timely approvals.
- Using data, supporter feedback and campaign learnings to continuously improve engagement, stewardship and long-term supporter connection.
- Contributing to and coordinating recommendations for acquisition budget investment
- Recommendations for budget forecast and phasing

Qualifications, Experience and Competencies: (What background, knowledge, experience or competencies are required to perform the role at the expected level?)

	Essential	Desirable
	Essential	Desirable
Education / Qualifications / Memberships:	• Relevant tertiary qualification in marketing, communications, fundraising, business, public relations or a related field, or equivalent relevant work experience.	• Knowledge of the FIA Code and National Fundraising Principles • Qualification or training in fundraising, direct marketing, digital marketing, communications, donor stewardship or relationship fundraising. • Knowledge of, or willingness to develop knowledge of, the Fundraising Institute Australia Code and relevant fundraising practice standards. • Membership of a relevant professional body, or willingness to engage with relevant sector networks.
	Essential	Desirable
	Essential	Desirable
Experience:	• Minimum 5 years' experience in a marketing, advertising or communications role • Demonstrated experience in managing multiple projects successfully • Demonstrated experience coordinating multi-channel marketing campaigns • Advanced skills with MS Excel (including pivot table development and Power BI) • Strong project management and reporting skills • Demonstrated success managing suppliers and a diverse range of stakeholders.	• Experience or understanding of Gifts in Wills, bequests, legacy giving, philanthropy, high value donors or supporter stewardship. • Understanding of Direct Marketing principles (copy, data, testing, general industry) • Exposure to, or experience with advertising production. • Experience in analysing marketing data sets utilising various analytical technique such as RFM, propensity modelling and segmentation
	Essential	Desirable
	Essential	Desirable
Competencies:	• Highly developed organisation and project management skills	• A strong interest in the not for profit sector, particularly education and children's related causes

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| <ul style="list-style-type: none"> • Strong interpersonal skills – ability to interact and collaborate with other teams and agencies • Ability to multitask under pressure and deliver to timelines • Independent and autonomous worker with ‘can do’ attitude • Exceptional attention to details • Excellent communication skills, both written and verbal • Strong proofreading and editing skills • Proven quantitative analytical skills and a curious outlook • A strong interest in the not for profit sector, particularly education and children’s related causes • An interest in data, segmentation and application of research insights • An innovative mindset and willingness to test and trial new ideas and initiatives | <ul style="list-style-type: none"> • Keen desire to develop understanding of Gifts in Wills and high value relationship based fundraising. • An interest in data, segmentation and application of research insights |
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