POSITION DESCRIPTION

General Information:	
Position Title:	**Direct Marketing Specialist, Campaigns**
	Permanent, Full Time
Incumbent:	**N/A**
Function & Team/Program:	**Fundraising, Marketing Team**
Location(s):	**Sydney National Office**
Manager's Position Title:	**Direct Marketing Manager, Campaigns**
Manager's Name:	**Charlotte Longden**
Date Prepared:	**September 26**
Prepared By:	**Jo Coulter**
Approved By:	**Louise Woods**

Primary Purpose of this Position

The Direct Marketing Specialist, Campaigns, supports The Smith Family's fundraising objectives by playing a lead role in the delivery of our major direct mail appeals and newsletters, to deliver on income and acquisition targets. The role focuses on the production, delivery and execution of direct mail and email activity.
The position develops campaign briefs, coordinates data selection and production activities, manages suppliers and monitors campaign milestones. It ensures each campaign is delivered within approved strategy, budget, brand, privacy and quality requirements.

The position analyses campaign results, documents lessons and recommends practical improvements to targeting, testing, personalisation and production processes. These activities strengthen the supporter experience and improve the effectiveness of future fundraising campaigns.

Scope:	
Direct Reports to this Position	**Indirect Reports**
By Position Title	Total Number
• Nil	• Nil
Financial Dimensions controlled by this Position ***(Include key financial metrics such as revenue growth, income & expense budget, etc)***	
Direct control	**Indirect control**

• Nil	• Monitor production expenditure against approved campaign budgets and promptly report actual or forecast variations to the Direct Marketing Manager, Campaigns. • Coordinate campaign activity intended to contribute to approved financial year income, acquisition and supporter engagement targets.

Other Dimensions of this Position

- Supporting an agile approach to delivery of campaigns, ensuring processes are documented to enable continuous improvements
- Reporting and analysis, ensuring learnings are shared and capitalised on.
- Contribute to a test and learn strategy for direct marketing campaigns to maximise the direct marketing campaign and activity's impact on established objectives.

Setting Priorities *(how is work prioritised)*	
How often does employee prioritise their own work? Eg. Daily, weekly, monthly, annually, other	Daily, Weekly, Monthly and Quarterly in line with campaign planning
How often does employee determine the priorities of others? Eg. Daily, weekly, monthly, annually, other	Weekly, Monthly and Quarterly in line with campaign planning

Key Relationships *(Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with)*	
Internal	• Senior Manager, Direct Marketing Campaigns • Direct Marketing Manager, Campaigns • Campaigns Team • Digital Media and Advertising Team • Advertising and Media Manager • Fundraising Insights Manager • Marketing Campaign Operations Manager • Marketing Content Manager • Mid Value Stewardship Manager • Mid Value Relationship Specialist • Customer Experience Team • Marketing Data Analyst
External	• Key suppliers (print and mail house) • Creative and copywriting agencies • Data agency

Key Decision Making in this Role:

Decisions Expected:

- Briefing creative and copywriting agencies to develop direct marketing campaigns assets and activities in line with campaign strategies

- Briefing data agency to optimise direct marketing channels strategies of identified donor segments as identified in the campaigns' creative strategy.
- Day-to-day management of agencies and mail house to ensure output is in line with agreed strategies and timelines.
- Planning and prioritisation of key campaigns and marketing milestones to meet lodgement dates

Recommendations Expected:

- Segmentation and targeting insights to maximise response, average gift and supporter engagement.
- Testing recommendations to maximise response and create learnings for future campaigns
- Recommendations on potential new direct marketing channels or approaches to meet new donor acquisition targets

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.

Key Responsibilities / Accountabilities:

Major Area: ***Project Management*** ***% of Job Total: 60%***

Working closely with Direct Marketing Manager, Campaigns, this role leads the end-to-end production and delivery of direct mail and email campaign activity for agreed appeals and newsletters, to meet agreed lodgement dates in line with annual campaign strategy.

- Provide input into creative briefs for copywriting and creative agency in line with creative strategy and income and response targets.
- Develop detailed brief for data agency with oversight of segmentation, targeting and ask strategies to optimise value and response rates.
- Manage all data aspects of direct marketing campaign development including checking direct mail data and live laser sign offs, test & learn outcomes to ensure high level of accuracy and donor engagement.
- Manage all production elements including print and mailhouse quotes and briefings, and briefing digital team on production of eDMs
- Oversee the management of the review process, to ensure stakeholder input is captured, recommendations are applied, and appropriate approvals are sought.
- Contribute to test and learning strategy and documentation of plans and results.

Major Area: ***Relationship Management*** ***% of Job Total: 25%***

- Develop and maintain high quality relationships with external stakeholders to:
  - Ensure best practice creative and fundraising techniques are applied to all campaigns
  - Implement appropriate innovation and continuous improvement to achieve added value to direct marketing activity
  - Ensure The Smith Family's brand integrity and reputation are maintained
- Foster collaborative working relationships with internal stakeholders and team members to:
  - Ensure feedback, insights and input are captured, applied, and leveraged where appropriate

○ Support processes to create opportunities for cross team test and learn initiatives are capitalised on ○ Foster and maintain a culture of information sharing to elevate campaign visibility across Marketing Team and broader Fundraising Team
Major Area: ***Reporting and Analysis*** ***% of Job Total: 15%***
Working closely with Direct Marketing Manager, Campaigns; this role is required to contribute to data informed insights. This includes, but is not limited to: • Briefing data team on post campaign reporting and analysis • Sharing reports and learnings with relevant stakeholders

Key Challenges in Achieving Goal(s): *(What are the key challenges faced by this role in meeting goals/objectives)*		
• Managing the development of multiple waves and channels of the appeal campaign simultaneously. • Juggling competing deadlines in line with evolving priorities.		
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 or similar field.	• Knowledge of FIA Code
Experience:	**Essential**	**Desirable**
	• 3+ years developing direct marketing campaigns for fundraising. • Extensive experience in development and lodgement of direct mail activity • Solid experience with segmentation, targeting and data briefs. • Relationship management of creative and service agencies. • Understanding of, and experience with test & learn principals • Demonstrated experience in managing 3rd party suppliers (e.g. agencies, mail houses, designers) to achieve objectives/goals in a timely and cost-effective manner • Demonstrated experience in managing multiple projects successfully	• Experience with Marketing Automation tools •
Competencies:	**Essential**	**Desirable**

	• Highly developed organisation and project management skills • Strong interpersonal skills – ability to interact and collaborate at all levels • Ability to demonstrate initiative, multitask, work in a fast paced environment to meet deadlines • Independent and autonomous worker with 'can do' attitude • Relevant experience and expertise in applying supporter insights with campaign creative and copy. • A good understanding of key metrics and success indicators for direct marketing campaigns. • Demonstrated understanding of the Australian Privacy Act and Spam Act	• Team player with demonstrated consultative skills • A strong interest in the not for profit sector, particularly education