ROLE PURPOSE: Acquisition Coordinator - Single Giving

Our Vision
We see a world in which no person is needlessly blind or vision impaired.

Our Purpose
We are determined to deliver Fred Hollows’ vision of preventing blindness and restoring sight.

We work around the world so that no one is left behind, and in Australia we work tirelessly to ensure that Aboriginal and Torres Strait Islander people can always exercise their right to sight and good health.

Our priority is to work with communities to improve their own eye health. We do this through life-changing surgeries and treatments, training doctors and health workers, generating new ideas, and pushing for change at all levels – from local to global.

At The Fred Hollows Foundation we offer a career where your talent and energy will help many see tomorrow.

How we value your contribution:

Remuneration package
We aim to provide an overall remuneration package that is attractive and fair. Our global remuneration framework ensures we align to local pay, employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment conditions that are appropriate to our sector.

Salary packaging
We qualify as a health promotion charity so the Australian Taxation Office (ATO) allows us to reimburse you for personal expenses without having to pay any income or fringe benefits tax that would normally be payable. These tax concessions are in addition to the income Tax Free Threshold.

Leave
You will have access to 20 days of paid annual leave each year (pro-rated for part-time employees) and receive 17.5% leave loading when you take annual leave. You will also receive 5 days paid leave between the Christmas and New Year period and other types of leave such as personal (sick or carers’) leave, paid parental leave, long service leave and compassionate leave. In addition, we provide culturally significant leave for employees with commitments under Indigenous and other cultural customs, traditional laws or religions.

Paid parental leave
We provide 14 weeks paid parental leave for primary carers at full pay and 4 weeks paid parental leave for non-primary carers. In addition, upon receipt of notification from the Family Assistance Office, primary carers may access 18 weeks paid parental leave at the statutory rate.

Performance & development
Our performance and development framework enables you to work closely with your manager to plan, manage, and review your performance throughout the year. This approach also enables you to discuss development opportunities and areas for growth.

Learning & development
Our approach to learning and development will enable you to have the information, skills and knowledge needed to do your job. We build the capacity of our people and support you with on-the-job experience, coaching and formal learning.

Leadership
Leadership is a key priority for us. We have customized leadership programs for leaders at all levels that are focused on supporting our people to be inspired, empowered and to make an impact in their work so that together we can achieve our vision.

Study support
We are proud that so many of our people are tertiary educated and we are committed to supporting tertiary education that is relevant to your work through our global study assistance program. Relevant applications for study support are considered annually, providing financial assistance and study days.

Recognition
Our recognition program has been designed to recognize and acknowledge our people who live our values of Integrity, Collaboration, Empowerment and Action, in everyday activities. We recognize our people in three ways: Peer-to-peer, manager recognition, as well as length of service.

Flexible work arrangement
You will have access to flexible work arrangements. We encourage a spirit of mutual flexibility, enabling discussions between you and your manager about maintaining work-life balance.

Equal Opportunity, Anti-Discrimination and Reasonable Accommodation for Persons with a Disability
We provide equal opportunity in employment to people without discrimination based on personal characteristics, which includes: age, breastfeeding, disability, employment activity, gender identity, marital status, physical features, pregnancy, race etc. Reasonable accommodation can be made to allow persons with disabilities to work safely and productively.

Health & safety
We are committed to supporting your health, safety and wellbeing. We have worker Health & Safety Representatives in each of our offices to assist in making your workplace safe.

Employee Assistance Program
You and your family will have access to free external, professional and confidential counselling assistance if you need help with personal, family or employment related matters.

To work in the Foundation you will:
• Be eligible to work in Australia and other regions where you will be based
• Undergo background check including criminal records and qualifications check
• Undergo working with children check for positions which are identified as working with children.

Role purpose defines the broad accountabilities of the positions, which may change based on organisational need.

Please refer to divisional, team and individual work plans for more specific details.
ROLE PURPOSE

Role Title: Acquisition Coordinator - Single Giving
Division: Public Affairs
Location: Sydney
Date: May 2022

Employment type: Full time
Reports to: Acquisition Manager
Number of direct reports: 0
Leadership Band: Lead Self

Purpose of the role:

The Acquisition Coordinator Single Giving is responsible for the planning, implementation and growth of The Foundation's national donor cash acquisition programs. This role will provide support to the planning and delivery of donor acquisition campaigns, across direct mail and digital engagement. It will also be responsible of monitoring and providing admin support for all acquisition programs.

The Acquisition Coordinator Single Giving will own the outcomes of:

1. Lead the cash donor acquisition campaigns, including direct mail appeals, unaddressed and other direct response acquisition programs. Assist in providing data briefs to both internal and external data providers.
2. Support the set-up and piloting of new acquisition projects and campaigns to help achieve ambitious new donor growth targets. Including the development and updated of collateral for all relevant acquisition programs, working with agencies, mail houses, data suppliers, designers and copywriters.
3. Coordinate all Acquisition reporting across campaigns by closely monitoring results, expenditure against budget and provide key recommendations to improve results.
4. Provide admin support for Face to Face, including collateral, location approvals, training and complaints process; and other regular giving acquisition programs, such as telemarketing, digital, and other projects as required,
5. Cross-team collaboration in new Data Transformation Project and multichannel attribution, across the Direct Marketing, Digital and Data & Donations teams.
6. Effectively manage key stakeholders relationships with external suppliers, agencies and across The Foundation.
7. Provide general administrative and reporting support to the Acquisition team as required.
8. Other tasks as requested by your manager.

Our Capabilities:

As a member of The Foundation Family you will:

1. Live by the values of The Foundation and support The Foundation’s culture, performance and brand.
2. Adhere to all The Foundation’s policies and procedures.
3. Strengthen the health, safety and well-being of all/look out for the well-being.
4. Lead, collaborate and contribute in all interactions.

Essential Experience:

- Previous Direct Marketing experience. Particularly in Direct Mail appeals.
- More than 2 year demonstrated marketing experience.
- Ability to collate and understand campaign reports and budgets.
- Proven ability to work to strict deadlines managing multiple projects and attention to detail.
- Knowledge of fundraising principles.

Skills:

- Excellent attention to detail – both written and numerical.
- Good understanding of Excel and strong data and reporting skills.
- Strong project management skills.
- Strong written and verbal communication skills.
- Collaborative team member.
- Ability to manage multiple activities with defined deadlines.
- Ability to adapt and be flexible to work in a fast paced environment.

Desirable Experience:

- Previous experience in fundraising in the NGO sector and/or direct marketing environment
- Knowledge of fundraising principles, multi-channel fundraising and direct marketing techniques.
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<tr>
<th>Qualifications:</th>
<th>The position involves:</th>
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<tbody>
<tr>
<td>Graduate degree in a related field.</td>
<td>This position is recognised as having “Contact with Children” either direct or indirect. This position does not involve “Working with Children” either direct or indirect.</td>
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<td>Travel:</td>
<td>Additional Responsibility:</td>
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<tr>
<td>As required</td>
<td>Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.</td>
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