ROLE PURPOSE: Direct Marketing Coordinator (Retention)

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 8 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 customised 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.

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 position, which may change based on organisational need.

Please refer to divisional, team and individual work plans for more specific details.
Role Title: Direct Marketing Coordinator (Retention)

Division: Marketing and Fundraising

Location: Hybrid – Sydney, Australia & Remote WFH

Date: May 2022

Employment type: Full time, Permanent

Reports to: Direct Marketing Specialist

Number of direct reports: 0

Leadership Band: Leads Self

Purpose of the role:
The Direct Marketing Coordinator (Retention) is accountable for assisting the Direct Marketing Team with the planning, implementation and growth of The Foundation’s national donor individual-giving programs, aligned to The Foundation’s strategic framework. Working across multiple channels including Direct Mail, Telemarketing, Events, SMS and Digital for increased donor retention and revenue growth. Working across multiple projects including appeals, surveys, donor journeys, thanking, receipting and reporting.

The Direct Marketing Coordinator (Retention) will own the outcomes of:
1. Coordinate and implement the national direct marketing programs, e.g. assisting with the implementation of the direct marketing appeals, monitoring campaign costs in accordance with budgets
2. Effectively coordinate day-to-day key supplier relationships, including direct marketing agencies, copywriters, designers, mailing houses and printers to budget and to deadlines
3. Coordinate and implement donor care activities to improve donor experience and increase donor retention, plus fulfillment of donor journeys including thanking and receipting to help ensure the right donor gets the right message at the right time
4. Managing donor events (physical and/or virtual) including planning, development, and logistics as well as Thanking and Receipting
5. Collaborate with Direct Marketing, Digital and Donation & Database teams on a new Data Transformation and multi-channel attribution project
6. Provide support to the Direct Marketing Specialists, and to the Direct Marketing team in relation to campaigns and programs, including cost control, requesting quotes, writing briefs, managing campaign timelines
7. Provide administrative support to the Marketing and Fundraising team as required
8. Other tasks as requested by your manager.

Our Capabilities:
As a member of The Foundation’s family, you will:
- Live by the values of The Foundation (Integrity, Collaboration, Empowerment and Action)
- Support The Foundation’s culture, performance and brand
- Adhere to all policies & procedures of The Foundation
- Look out for and strengthen the health, safety and wellbeing of all
- Lead, collaborate and contribute in all interactions

Essential Experience:
- Experience in direct marketing
- Ability to work to strict deadlines
- Ability to manage multiple projects
- Ability to collate and understand campaign reports and budgets
- Experience in managing suppliers and stakeholders

Desirable Experience:
- Experience in the Not-For-Profit and charity sector
- Knowledge of fundraising principles
- Knowledge of Australian fundraising market

Skills:
- Excellent attention to detail (written and numerical)
- Strong project management and numeracy skills
- Strong written and verbal communication skills
- Strong time management skills, with the ability to manage multiple activities with defined deadlines
- MS Office including Teams, especially Excel and strong data and reporting skills

Qualifications:
Graduate degree in a related field (desirable)

Travel:
Availability to travel domestically

The position involves:
This position is not recognised as having "contact with Children", either direct or indirect

Additional Responsibility:
Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.