

POSITION DESCRIPTION

POSITION DETAILS

Position Title: Individual Giving Manager

Reports To: Head of Fundraising

Manages: A small team of supporter service and donor development staff with a direct report of 1

Position Type: Full-time

Salary: Package starting at \$85,000 (incl. salary, superannuation, FBT)
Salary negotiable dependent upon experience

MAIN PURPOSE OF POSITION

The Individual Giving Manager is responsible for delivering revenue growth to ActionAid Australia through the development, management and implementation of the organisation's direct marketing, middle donor and bequest programs, through both one-off and regular gifts.

KEY ROLES AND RESPONSIBILITIES

Key Responsibilities	Tasks/Duties
Donor Development	<ul style="list-style-type: none"> • Provide leadership in the development and execution of ActionAid Australia's donor acquisition and retention strategy, working closely with the Head of Fundraising. • Maximise lifetime value of donors through: <ul style="list-style-type: none"> ○ Cost-effective acquisition strategies ○ Coordinated and innovative focus on donor retention ○ Upgrading of gift levels and/or frequency, cash conversion campaigns and reactivation of lapsed donors ○ The cross-promotion of ActionAid's fundraising and campaigns. • Cross-selling to supporters a range of ways to support ActionAid's work, such as Regular Giving and Bequests. • Work with Data Analyst to ensure accurate attrition reporting for regular giving program and use data to make informed decisions regarding telemarketing program. • Develop best practice end-to-end supporter journeys that ensure loyal, engaged and informed supporters working in collaboration with campaigns, communications and programming staff. • Document learnings from various fundraising programs and share findings with the wider ActionAid community. • Work with the Digital Mobilisation Hub to ensure opportunities to integrate digital campaigns are maximised.
Direct Marketing	<ul style="list-style-type: none"> • Manage ActionAid's direct marketing program (mail and phone channels) to achieve budgeted income targets. This includes <ul style="list-style-type: none"> • Working with ActionAid's Program, Campaigns and Communications teams to identify appeal themes

	<ul style="list-style-type: none"> • Copywriting or managing an external copywriter in line with the AAA's brand and positioning • Testing new approaches and channels, and analysing data to determine fundraising investment decisions • Overseeing data selection • Overseeing design, in line with AAA's brand guidelines, for newsletters, appeal collateral, gifts in action report • The coordination and management of external suppliers to meet deadlines • Working with the Digital Mobilisation Hub on 2 step acquisition campaigns, develop telemarketing conversion plans and scripts, monitor effectiveness of telemarketing conversion campaigns and manage agency relationship. • Working with the Communications Officer who will create content for supporter newsletters and report back communications
Bequest Program	<ul style="list-style-type: none"> • Lead ActionAid's bequest strategy, to increase the number of confirmed bequestors, and to nurture bequest prospects and those who have included ActionAid in their will.
Middle Donor Program	<ul style="list-style-type: none"> • Lead ActionAid's Middle Donor program with personalised cultivation and relationship management of these donors, including thank you call, tailored appeals, receipts and invitations to donor events. • Work closely with Philanthropy & Partnerships team to help build pipeline of major donors with existing middle donors
Strategy Development and Management	<ul style="list-style-type: none"> • Assist the Head of Fundraising to develop program budgets, and monitor and report on performance against these budgets. • Keep up-to-date with sector trends, best practice, and competitor analysis and benchmarking to ensure ActionAid Australia delivers a best practice fundraising program. • Contribute to the organisation's overall fundraising and revenue development strategy under the leadership of the Head of Fundraising • Support the coaching and mentoring of fundraising team members

KEY RELATIONSHIPS

- Head of Fundraising
- Data Analyst
- Donor Care and Communications Co-ordinator
- Communications team and Digital Mobilisation Hub
- ActionAid Australia programs staff and international country program staff
- Mailing House, Designer, Telemarketing Agencies and other Fundraising Suppliers

SKILLS & COMPETENCIES REQUIRED

Essential

- A commitment to ActionAid's vision, mission and values, including a passion for fundraising for women's rights.
- At least five years direct marketing experience, ideally within a fundraising environment.

- Understanding of the Australian fundraising context.
- Strong strategic thinking with an ability to develop innovative and creative solutions.
- Excellent written and oral communication skills.
- The ability to identify the key fundraising propositions for ActionAid's programs and campaigns, and shape these utilising best-practice fundraising strategies and tactics.
- Must be able to manage a range of overlapping programs including direct mail appeals, and a Middle Donor and Bequest program.
- Demonstrated ability to collaborate and work effectively with internal colleagues and external suppliers and stakeholders.
- Experience in data analysis for effective planning and performance monitoring.
- Previous experience managing and coaching staff.
- The ability to prioritise and delegate.

Desirable

- Tertiary degree in a relevant area or equivalent.
- Experience in digital fundraising and/or emergency fundraising.
- Experience using Raisers Edge

To apply, please send your CV and a cover letter highlighting how you meet the key requirements to hr.au@actionaid by Friday January 31st