

## POSITION DESCRIPTION

### POSITION DETAILS

Position Title:	Individual Giving Manager (maternity cover)
Reports To:	Head of Fundraising
Manages:	Fundraising Officer and Supporter Relations Co-ordinator
Position Type:	Full-time (part time will be considered)
Salary:	Package \$80,000 - \$90,000 (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.

### Objectives

1. Drive donor retention and acquisition campaigns as part of a team working to build a movement of 100,000 Australians engaged in supporting ActionAid's work (60%)
2. Manage the Bequest and Middle Value donor programs to achieve 20% annual growth (30%)
3. Manage the Supporter Services team ensuring excellence in donor care and engagement (10%)

### KEY ROLES AND RESPONSIBILITIES

Key Responsibilities	Tasks/Duties
<b>Donor Development</b>	<ul style="list-style-type: none"> <li>• Provide leadership in the development and execution of ActionAid Australia's donor acquisition and retention strategy, working closely with the Head of Fundraising.</li> <li>• Maximise lifetime value of donors through:               <ul style="list-style-type: none"> <li>○ Cost-effective acquisition strategies</li> <li>○ Coordinated and innovative focus on donor retention and engagement</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Upgrading of gift levels and/or frequency, cash conversion campaigns and reactivation of lapsed donors</li> <li>○ Cross-promotion of ActionAid’s fundraising, campaigns and programs</li> <li>● Cross-selling to supporters a range of ways to support ActionAid’s work, such as Regular Giving and Bequests</li> <li>● Manage telemarketing programs and reporting</li> <li>● Work with the Data Analyst to ensure accurate attrition reporting for regular giving program and use data to make informed decisions across the Regular Giving program.</li> <li>● Develop best practice end-to-end supporter journeys that ensure loyal, engaged and informed supporters working as part of the Engagement Hub to build the connection between the women we work with and our supporters</li> <li>● Document learnings from various fundraising programs and share findings with the wider ActionAid community</li> <li>● Manage the supporter newsletters and impact communications</li> </ul>
<p><b>Direct Marketing</b></p>	<ul style="list-style-type: none"> <li>● Working with creative agencies, manage ActionAid’s direct marketing program to achieve budgeted income targets: <ul style="list-style-type: none"> <li>● Working with ActionAid’s Program, Campaigns and Communications teams to identify appeal themes ensuring alignment of priorities and messaging</li> <li>● Oversee design and copywriting in line with the AAA’s brand and positioning</li> <li>● Testing new approaches and channels, and analysing data to recommend fundraising investment decisions</li> <li>● Overseeing data selection and analysis</li> <li>● Coordination and management of external suppliers to meet deadlines</li> <li>● Using the DM program to build the middle donor audience and include personal touchpoints and tailored appeals</li> </ul> </li> </ul>
<p><b>Bequest Program</b></p>	<ul style="list-style-type: none"> <li>● Manage ActionAid’s bequest program to increase the number of confirmed bequestors, and to nurture bequest prospects and those who have included ActionAid in their will.</li> </ul>
<p><b>Community Fundraising</b></p>	<ul style="list-style-type: none"> <li>● As part of the Strong Women Challenge team ensure AAA’s signature peer to peer fundraising event grows income and participation targets.</li> </ul>

<p><b>Budget and HR Management</b></p>	<ul style="list-style-type: none"> <li>• Develop, monitor and report on performance against fundraising budgets for DM appeals and Telemarketing campaigns, under the oversight of the Head of Fundraising</li> <li>• Keep up-to-date with sector trends, best practice, and competitor analysis and benchmarking to ensure ActionAid Australia delivers a best practice fundraising program</li> <li>• Manage the Fundraising Officer and Supporter Relations Co-ordinator</li> <li>• Work in line with ActionAid’s Team Charter, values and commitment to feminist leadership</li> <li>• Other duties as required</li> </ul>
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**KEY RELATIONSHIPS**

- Head of Fundraising
- Digital Fundraising Manager
- Supporter Relations Co-ordinator
- Fundraising Officer
- Data Analyst
- Communications team
- ActionAid Australia programs staff and international country program staff
- External 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 project management skills with demonstrated experience to deliver projects on time and to budget.
- 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, telemarketing 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](mailto:hr.au@actionaid) by November 30, 2021.

ActionAid follows COVID safe work protocols and as part of our duty of care to staff, we require all employees working from our Sydney office to be fully vaccinated unless they have a medical exemption.