



Digital Fundraising Coordinator

Full-Time – Coordinator grade salary starts from \$68,000 plus superannuation and fringe benefits.

- Are you a talented digital fundraising or marketing professional who loves to try new things and implement the latest trends in digital communications?
- Do you enjoy working across multiple channels to communicate with existing and new audiences?
- Do you have a passion for women's rights and want to use your skills in digital marketing to ensure the voices of women living in poverty around the world are heard?

The organisation

ActionAid Australia is a women's rights organisation, working to advance the rights of women living in poverty in communities around the world. ActionAid works in more than 45 countries.

About You

Bringing your digital experience and results-driven approach, you'll have the ability to implement our fundraising campaigns across multiple channels and bring insights and ideas to help grow our community of supporters. Most importantly you will have an agile, 'can do' attitude, with a true desire to learn and be at your best.

The role

The Digital Fundraising Coordinator is responsible for implementing first-in-class digital fundraising campaigns across all digital and social channels to help drive fundraising revenue growth, donor acquisition and supporter engagement.

This position plays a key role in optimising AAA's digital fundraising platforms, email marketing platform and donation pages to grow and deepen engagement with supporters through strategic digital campaigns and communications.

The Digital Fundraising Coordinator oversees the day-to-day management of our digital channels and fundraising platforms and works closely with the Digital Fundraising Manager to produce regular analysis to identify new opportunities for donor acquisition and inform each digital fundraising appeal to grow appeal revenue.

As the ideal candidate for the role, you need:

- Demonstrated experience in digital marketing and 2-3 years of relevant experience.
- A commitment to ActionAid's vision, mission, and feminist values.
- Demonstrated experience setting up and managing multi-channel tracking and reporting.
- Excellent written and verbal communication skills.

- An understanding of social media channels and experience with leading campaigns.
- Demonstrated experience in digital marketing and an understanding of digital fundraising.
- An understanding of donor communication and best practices
- Excellent project management skills and ability to deliver to deadlines
- The ability to build relationships with stakeholders at all levels and from various demographics.

Other Desirable Skills & Competencies:

- An understanding of website fundamentals, HTML and CSS basics
- An understanding of, and interest in, international development and/or humanitarian relief work.
- Knowledge and experience using donor database (Raiser's Edge preferred), email marketing systems, and CMS
- Ability and experience in design and/or video production is an asset.

If you thrive in a dynamic environment where you can make a difference and be part of the organisation's success, please email your application to hr.au@actionaid.org, attaching a copy of your resume and a cover letter highlighting how you meet the above selection criteria. A detailed position description has also been attached to this advertisement.

Applications close on 22nd July 2022

ActionAid Australia is an Equal Opportunity Employer.

To be eligible to apply for this position you must have an appropriate Australian or New Zealand work visa or be eligible to apply for one. Secondment from other ActionAid offices will be considered.