**POSITION DESCRIPTION**

**POSITION DETAILS**

Position Title: Individual Giving Manager

Reports To: Head of Fundraising

Manages: Bequest Specialist

Position Type: Full-time

**MAIN PURPOSE OF POSITION**

ActionAid Australia (AAA) is a global women’s rights organisation and part of a federation working in over 45 countries to end poverty and injustice and advance gender equality. The organisation’s strategy aims to respond to the growing impact of crises on women and girls by building a growing movement of Australians that are supporting women on the frontlines of injustice to drive change in their communities and taking action to challenge unjust policies and systems. ActionAid’s Australian headquarters are based in Sydney, Australia.

The Individual Giving Manager is part of AAA’s fundraising team and is responsible for driving performance and best practice fundraising across AAA’s Individual Giving program to ensure fundraising targets and exceptional supporter experiences are achieved. This includes responsibility for the organisation’s direct mail program, donor acquisition and conversion, supporter retention and development, with the objective to provide excellence in supporter engagement and service. The role will be responsible for achieving growth in the regular giving program, developing a middle donor program and overseeing development of a bequest program to achieve financial sustainability for the organisation. The role is supported by a Bequest Specialist with fundraising administrative support also available within the broader fundraising team, along with a Supporter Services Coordinator and Data Analyst.

**Objectives**

1. Develop and implement an individual giving strategy that drives growth in single cash donations and regular giving through impactful donor acquisition and retention campaigns, building on the organisation’s 3 year fundraising plan and working in close collaboration with the Digital Fundraising Manager (60%)
2. Oversee the development of the Bequest and Middle Value donor programs to achieve 3 year growth targets and best practice donor care strategies (30%)
3. Provide strong people management that empowers and mentors direct reports in line with ActionAid’s values and team charter (10%)

**KEY ROLES AND RESPONSIBILITIES**

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| **Key Responsibilities** | **Tasks/Duties** |
| **Donor Development** | * Provide leadership in the development and execution of ActionAid Australia’s donor acquisition and retention strategy, working closely with the Head of Fundraising and Digital Fundraising Manager.
* Maximise lifetime value of donors through:
	+ Cost-effective acquisition strategies
	+ Coordinated and innovative focus on donor retention and engagement
	+ Upgrading of gift levels and/or frequency, cash conversion campaigns and reactivation of lapsed donors
	+ 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.
* Manage telemarketing programs, reporting and evaluation of campaigns
* Work with the Data Analyst to ensure accurate attrition reporting for regular giving program and use data to make informed decisions regarding telemarketing program, as well as long term value/ROI on donor acquisition campaigns
* 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.
* Manage the supporter newsletters and impact communications, working with in house staff and contractors as required
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| **Direct Marketing** | * Manage ActionAid’s direct marketing program to achieve budgeted income targets.
* Drive the development of DM acquisition campaigns and report on performance
* Work with ActionAid’s Program, Campaigns and Communications teams to identify appeal themes that speak to donors
* Oversee design and copywriting in line with the AAA’s brand and positioning
* Test new approaches and channels, and analyse data to recommend fundraising investment decisions
* Oversee data selection
* Coordinate and manage external suppliers to meet deadlines
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| **Bequest Program** | * Oversee the development of ActionAid’s bequest strategy, working with the Bequest Specialist, to increase the number of confirmed bequestors, and to nurture bequest prospects and those who have included ActionAid in their will.
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| **Middle Donor Program** | * Oversee the development of ActionAid’s Middle Donor strategy 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
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| **Strategy Development and Management** | * 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 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 in line with ActionAid’s values and commitment to feminist leadership
* Manage the Bequest Specialist and guidance to the Supporter Services Officer
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**KEY RELATIONSHIPS**

* Head of Fundraising
* Digital Fundraising Manager
* Bequest Specialist
* Supporter Services Co-ordinator
* Data Analyst
* Fundraising Officer
* ActionAid Australia programs staff and international country program staff
* External suppliers

**SKILLS & COMPETENCIES REQUIRED**

**Essential**

* A commitment to ActionAid Australia’s vision, purpose and values, including a passion for fundraising for women’s rights.
* At least 7-8 years’ direct marketing experience, ideally within a fundraising environment.
* Strategic thinking capability and ability to develop innovative and creative solutions
* A high degree of initiative with proven ability to collaborate
* Experience in managing a range of programs including direct mail appeals, regular giving Middle Donor and Bequest program.
* Strong team management experience and coaching staff, with demonstrated ability to work collaboratively and effectively with internal colleagues, external suppliers and stakeholders
* Excellent project management, time management skills
* Experience in data analysis for effective planning and performance monitoring.
* Ability to identify key fundraising propositions for ActionAid’s programs and campaigns, and shape these utilising best-practice fundraising strategies and tactics.
* Experience in managing a range of programs including direct mail appeals, regular giving Middle Donor and Bequest program.

**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 December 9th 2022