

# Position Description

---

## **Position: Individual Giving Coordinator**

**Reports to:** Individual Giving Manager

**Hours:** 38 hours per week (full time)

**Location:** Based at 214-218 Nicholson St Footscray

## **Organisational Context**

The Asylum Seeker Resource Centre (ASRC) is the largest aid, employment, health and advocacy organisation for people seeking asylum in Australia. The ASRC provides a range of direct services as well as participating in law reform, campaigning and lobbying.

## **ASRC Fundraising Program**

The Fundraising Program works to achieve financial sustainability for the ASRC through the management of a range of programs including individual and planned giving, appeals and campaigns, community fundraising and events, partnerships and monthly donation programs.

The Fundraising Program also manages the care and stewardship of the ASRC donor base, offering an exceptional supporter experience and journey for financial supporters of the ASRC.

The Individual Giving Coordinator is responsible for managing the ASRC's direct marketing program including four appeals annually and a growing regular giving program.

## **Specific Duties**

The Individual Giving Coordinator will be responsible for undertaking the following duties:

- In conjunction with the Individual Giving Manager, develop and implement the cash and regular giving strategy to drive revenue growth.
- Contribute to a multi-channel direct marketing plan and budget for four appeals including messaging ideation through to implementation across direct mail, email, SMS & telemarketing.
- Work closely with the Individual Giving Manager to brief the Marketing & Brand Team and provide input on appeals, mass marketing and media plan(s)
- Project manage the appeals program to ensure timelines for each campaign are executed on time and internal and external stakeholders are informed of deadlines.
- Oversee detailed post campaign analysis for each appeal and regular giving campaign.
- Work with the Data Team to implement data segmentation strategies and prepare data extractions and analysis.

- Coordinate the acquisition and upgrade of cash and regular donors through all direct channels.
- Manage external agencies and suppliers to execute the direct marketing strategy to meet agreed budgets and timelines.
- Work closely with the Marketing and Brand team to ensure all supporter communications are accurate, timely and on-message.
- In conjunction with the Individual Giving Manager, develop and implement the supporter journey for new and existing supporters.

## Selection Criteria

### Essential:

- Substantial, proven, experience and an outstanding track record of success in managing end-to-end and ongoing direct marketing campaigns
- Tertiary qualifications in Business, Marketing or a related discipline
- Demonstrated experience in the successful planning and implementation of donor acquisition and retention strategies that meet budget requirements
- Experience in the development of key messaging documentation followed by implementation across digital, web and direct mail.
- Demonstrated ability to manage competing demands and prioritise workflows
- Experience in process management and project coordination
- Exceptional verbal and written communication skills commensurate with the requirements of the role as demonstrated by the ability to develop and maintain relationships with people from all levels of business and community.
- Experience in report writing, complimented by strong analytical skills

### Desirable:

- Knowledge of and experience working with Salesforce, Mailchimp and 3rd Party Platforms
- Prior knowledge of fundraising practice
- Affiliation or membership with the Fundraising Institute of Australia

## Other Relationships

This role has strong working relationships with the following teams within the ASRC:

- Data Management
- Marketing and Brand
- Volunteer Engagement
- Key Relationships

## Conditions of Employment

Terms and conditions of employment will be based on the Social, Community, Home Care and Disability Services Industry Award 2010 or its successor agreements.

All offers of employment are subject to a satisfactory Criminal History Check and provision of a valid Working with Children Check prior to commencement.