**Fundraising Officer**

**PURPOSE OF THE POSITION**

Use your skills to support a dynamic and fast-paced Digital and Direct Marketing team. You will assist in the execution for all multi-channel appeals, including, but not limited to: mail, print, outdoor, online and email communications across acquisition and retention programs. You will provide campaign updates and work with the Digital and Direct Marketing Manager to monitor and evaluate performance of each campaign for continual improvement. You will also assist in the development of supporter journeys for all cash and regular donors to maximise their ongoing commitment and revenue.

**KEY DUTIES**
- Project manage assigned elements of appeals to meet agreed objectives, on-time and to budget across channels including direct mail, outdoor, email, print and online;
- Prepare campaign, print and production briefs and production schedules and work with external agencies to ensure the effective delivery of all digital and direct marketing campaigns;
- Assist with updates to the ChildFund Australia website;
- Assist in the execution of the email marketing strategy, utilising marketing automation software, Salesforce Marketing Cloud;
- Help with content creation to enhance ChildFund’s peer-to-peer online fundraising presence, attracting new supporters, and providing engaging supporter journey to conversion; and
- Assist with data analysis and reporting.

**QUALIFICATIONS & EXPERIENCE**
- Strong project management and planning skills;
- Demonstrated experience in using excel, Microsoft word and PowerPoint;
- Marketing degree; and
- Demonstrated writing skills across various formats.

**DESIRABLE**
- Direct mail fundraising experience;
- Knowledge of online fundraising, including email;
- Knowledge of the Australian fundraising landscape; and
- Graphic design experience an advantage.

**CHILDFUND AUSTRALIA’S CORE COMPETENCIES**

Commitment to ChildFund Australia’s Values, Vision, and Mission; Teamwork; Effective Communication; Accountability and Integrity; Adaptability and Flexibility.

**SKILLS**

- Change champion
- Team player who works closely with the team and wider department
- Up-to-date with the latest trends and best practices in marketing and measurement
- Creative thinker and motivator
- Up-to-date with relevant fundraising compliance and legislation

**Department:** Public Engagement  
**Location:** ChildFund Australia, Sydney Office Level 8, 162 Goulburn Street, Surry Hills NSW 2010.  
**Employment:** Full-time, initial two-year employment agreement, with option to extend upon mutual agreement.  
**Reports to:** Digital & Direct Marketing Manager  
**Other Information:** Must have working rights in Australia

**Please apply at:** [https://www.childfund.org.au/work-with-us/](https://www.childfund.org.au/work-with-us/)
ORGANISATIONAL CONTEXT

ChildFund Australia is an independent and non-religious international development organisation that works to reduce poverty for children in developing communities. We work in partnership with children and their communities to create lasting change by supporting long-term community development, responding to humanitarian emergencies and promoting children’s rights.

ChildFund Australia implements programs with a range of local partners in Cambodia, Laos, Myanmar, Papua New Guinea, Timor-Leste, Vietnam, and other Pacific nations, and manages projects delivered by partner organisations throughout Asia, Africa and the Americas. Our work is funded through child and community sponsorship, government grants as well as donations from individuals, trusts and foundations, and corporate organisations.

ChildFund Australia is a member of the ChildFund Alliance – a global network of 11 organisations which assists more than 9 million children and families in over 50 countries. ChildFund Australia is a registered charity, a member of the Australian Council for International Development, and fully accredited by the Department of Foreign Affairs and Trade which manages the Australian Government’s overseas aid program.

HOW WE VALUE YOUR CONTRIBUTION

Remuneration Package
We aim to provide an overall remuneration package that is attractive and fair. Our remuneration framework ensures that we align to employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment conditions that are appropriate to our sector.

Flexible Working Arrangement
You will have access to flexible working arrangements. We encourage a culture of flexibility and enable conversation between yourself and your manager about maintaining work-life balance.

Salary Packaging
You will be eligible to salary packaging. As a Non-Governmental Organisation, our staff are eligible for salary sacrificing. The Australian Taxation Office (ATO) allows us to reimburse you for your personal expenses without having to pay any income or fringe benefits tax that would normally be payable. These tax concessions are in additions to the income tax Free Threshold.

Employee Assistance Program
In case you need help with personal, family or employment related matters you and your family will have access to free external, professional and confidential counselling assistance.

Learning and Development
Our approach to learning and development will enable you to have the information, skills, and knowledge needed to do your job and to grow in your position. We build the capacity of our people and support you with on-the-job experience, coaching and formal training.

Leave
You will have access to 20 days of paid annual leave (pro-rated for part-time employees). You are also entitled to personal/carer’s leave, paid parental leave, long service leave and bereavement leave.

OUR VISION: A global community, free from poverty, where children are protected and have the opportunity to reach their full potential.

OUR MISSION: We work in partnership with children and their communities to create lasting and meaningful change by supporting long-term community development and promoting children’s rights.

At ChildFund Australia you will contribute to every child being able to say “I am safe. I am educated. I am heard. I can make a difference. I have a future.”