

POSITION DESCRIPTION

Job Title:	Donor Development Manager
Business Unit:	Fundraising & Marketing
Reports To:	National Fundraising Manager
Direct Reports:	Nil
Location	Melbourne or Sydney
Date Updated:	December 2018

Position Purpose

The Donor Development Manager is a key role within the Fundraising and Marketing team and is responsible for delivering our integrated, multi-channel donor engagement program across cash, raffles, regular giving, and gifts-in-honour. The purpose of the role is to increase supporters' lifetime value, reduce attrition, and build sustainable acquisition campaigns to increase Red Nose's supporter base.

The role provides end-to-end campaign management across a number of channels including direct mail, raffles, face-to-face, online, and telephone.

Working as part of the integrated Fundraising and Marketing team, the Donor Development Manager helps us achieve our fundraising, communications and brand objectives by inspiring donors, connecting them to our organisation and showing them the impact of their support.

Key Internal Relationships

- Fundraising & Marketing Team
- National Fundraising Manager
- Services and Bereavement Counsellors
- Educators
- Chief Financial Officer & Staff

Key External Relationships

- Donors and supporters
- Suppliers
- Volunteers
- Bereaved families

Key Tasks

- Develop and execute an annual cash appeals program to increase average gift and lifetime value of existing supporters.
- Plan and execute integrated supporter journeys to maximise engagement and build donor loyalty with appropriate up-sell and cross-sell opportunities.
- Execute an annual supporter insights survey to understand donor profiles and then implement findings for future activities.
- Develop and execute a donor acquisition strategy to recruit, retain, develop and engage cash, raffles and regular donors across a diversified and robust program including digital, telephone and direct mail.
- Develop and implement welcome and on-boarding communication journeys for new cash, raffles, gifts-in-honour, and regular donors.
- Provide day-to-day management of the raffles programs looking for ways to enhance its effectiveness to maximise ROI.
- Produce high quality data segmentation briefs and campaign briefs to ensure the success of each appeal/campaign.
- Identify high value donors or bequest prospects for conversion to major donor/bequests and work with the National Fundraising Manager to develop individualised engagement plans.

- Work closely with the F&M team to ensure the donor care journey is supporter-centric and executed to a high standard.
- Effectively brief and manage suppliers and agencies to ensure appeals/campaigns are delivered on time and within budget.
- Evaluate each campaign, ensuring key learnings are applied to future projects and conduct comprehensive campaign analysis to ensure continuous improvement.
- Meet annual revenue targets and KPIs.
- Represent Red Nose at various events and activities as a Red Nose brand ambassador as required, on occasion out of hours or on the weekend.
- Positively contribute to an excellent high performing team culture.
- Provide input into annual strategic planning, budget process and related activities.
- Ensure all records are accurate and comprehensive and provide all data required for robust reporting.
- Undertake all training required to understand and accurately use Red Nose systems and processes.
- Comply with OH&S requirements.

Experience & Qualifications

Essential	<ul style="list-style-type: none"> • Demonstrated experience in donor development and direct marketing. • Demonstrated experience in segmentation, campaign development and using insights to inform campaign development. • Strong copywriting skills and the proven ability to write effective fundraising communications. • Excellent time management and organisational skills and the ability to handle multiple projects simultaneously while adhering to deadlines.
Desirable	<ul style="list-style-type: none"> • Understanding of medicine/health as it relates to pregnancy, childbirth, perinatal and infant wellbeing.

Skills & Technical Expertise

Essential	<ul style="list-style-type: none"> • Strong interpersonal communication skills and ability to build rapport quickly over the phone. • Proven ability to deliver on income targets. • Excellent attention to detail and analytical skills. • Able to distil complex issues into easily understandable ideas, concepts, communications.
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Personal Attributes

Essential	<ul style="list-style-type: none"> • Empathy and ability to talk to people from all walks of life • Creative flair and a passion for storytelling. • High level of personal accountability and integrity • Results driven • Ability to think creatively and to contribute innovative new ideas • Diplomacy and tact • Ability to occasionally work after-hours and weekends.
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Authorisation

Position authorised by: General Manager, Fundraising and Marketing

Employee signature: _____

Date: ____/____/____