

# Appeals Coordinator

- Permanent full time
- South Melbourne location

Become a part of our evolving agency where you can join MacKillop in our commitment to providing the highest quality services and positive outcomes. Exciting opportunity available within our fundraising team where you can contribute to making a difference in the lives of disadvantaged or vulnerable young people.

## ABOUT THE ROLE

In this exciting role, as the Appeals Coordinator you will be instrumental in developing and implementing multi-channel appeal strategies to meet financial targets and grow our supporter pool as part of a fundraising growth strategy. Reporting to the Fundraising Manager, the position will manage the direct mail campaigns and support online activity that form the backbone of MacKillop's fundraising program including retention appeals and newsletters, as well as acquisition activities.

Based in the heart of South Melbourne, this is a full time role offering good work-life balance and a great team environment, as well as the opportunity to join an inspiring, values-driven organisation. Excellent salary packaging benefits are also available.

## KEY RESPONSIBILITIES INCLUDE:

- Project management of campaigns to meet agreed objectives on time and to budget across a range of channels including direct mail, email and online.
- Prepare campaign briefs, data briefs, and production schedules to ensure the effective delivery of direct marketing campaigns.
- Oversee data including targeting, ask strategy, segmentation, testing, analysis and reporting, working closely with the Fundraising Database Administrator to develop processes using the Raiser's Edge database.

## ABOUT YOU

You will have experience coordinating multi-channel appeals, including strategic use of mail, print online and email communications across acquisition, growth and retention programs. The successful candidate will also have experience providing campaign updates, monitoring and evaluating performance for continual improvement, as well as abilities in writing and editing effective fundraising copy that engages donors.

A minimum of two years' experience working in direct marketing within the not-for-profit sector and a track record of achieving targets are essential.

If you have any questions, please contact Nichole Alfreds, Fundraising Manager on (03) 9257 2214 or 0409 784 157, or email [Nichole.Alfreds@mackillop.org.au](mailto:Nichole.Alfreds@mackillop.org.au)