



Digital Coordinator

- Exciting opportunity to work for an iconic Global children's charity
- Full-time permanent position

Who we are

Ronald McDonald House Charities Victoria & Tasmania (RMHC VIC & TAS) is a not-for-profit supporting the ever-changing needs of seriously ill children and their families. We operate 4 Ronald McDonald Houses, 4 Ronald McDonald Family Rooms and 300 students on our Ronald McDonald Learning Program.

In 2019, more than 2,600 families were able to stay close to their sick child at one of our Ronald McDonald Houses and over 50,000 visitors made use of the Family Rooms to take some time out from the ward.

Working in a great team, your diverse role will include:

- Growing fundraising income across multiple platforms including Funraisin, Raisely and website CMS, supported by data analysis, industry best practice and reporting
- Working collaboratively with the Fundraising team to grow the donor pool and expand donor engagement and nurturing
- Improve response rates and increase online donor retention
- Utilising a multi-channel approach for fundraising and peer to peer campaigns

About you

We're looking for a self-starter who can work both autonomously and as part of a team. To be successful you will be flexible, organised and happy to roll up your sleeves and approach any tasks that come your way with a positive attitude.

Essential

- Tertiary qualification in digital fundraising/communications/marketing or related field OR minimum 2 years' experience in digital fundraising
- Experience in digital fundraising preferably in another charity, utilising digital channels for lead acquisition/supporter growth
- Web design, development and content management on multiple fundraising platforms
- Multi-tasker who can prioritise tasks
- Excellent interpersonal skills
- Excellent written and verbal communication with an eye for detail
- IT savvy
- Content creation for social media, development of website content and/or digital campaigns
- Flexibility as some work will be required outside of standard business hours

**Desirable**

- Experience in digital fundraising in another charity, utilising digital channels for lead acquisition/supporter growth
- Experience with Funraisin platform
- Experience with Salesforce and Marketing Cloud
- Customer service skills and focus
- Driver's license

What's in it for you?

You can look forward to a fulfilling career with excellent salary packaging benefits. We offer professional development opportunities and the chance to use your creativity.

RMHC VIC & TAS are committed to providing a child-safe environment. All staff are required to complete a Working with Children's Check and Police Check.

Please submit your resume and cover letter by clicking 'apply now' within the Seek advertisement.

If you have any questions or would like a copy of the Position Description, please call or email Sarah Green – People & Culture Advisor on [0428597912](tel:0428597912) or sarah.green@rmhc.org.au