

Senior Digital Fundraising Officer

Posted: 20/04/2022

Closing Date: 16/05/2022

Job Type: Permanent - Full Time

Location: Central Metro

Job Category: Marketing

About Us

Novita provides early intervention, rehabilitation, therapy, assistive technology and disability services to more than 4,500 people living with disability, as well as support for their families and carers. Our primary purpose is to enable kids, young people and adults living with disability and their families to participate in the community to their full potential.

Job Description

About the Role:

As a pivotal member of the **Novita Fundraising Team**, the successful candidate will be responsible for developing and implementing a digital strategy for fundraising campaigns to optimise income growth from existing and new digital channels. The Senior Digital Fundraising Officer will support the development and implementation of an on-boarding program across multiple channels including digital, bingo, P2P and direct mail to nurture and steward donors.

Desired Skills and Experience

About You:

Previous experience in growing online fundraising outcomes in similar organisation or non-for profit

To be successful in this role you will have the following skills and attributes:

- Proven experience in generating revenue or fundraising content across digital channels such as social media and website
- Ability and willingness to function both strategically and hands-on in the delivery of campaigns
- Experience in devising and implementing user journeys that utilise creative, targeted A/B testing and remarketing
- Significant experience designing and implementing supporter journeys, with a focus on acquisition, conversion, on-boarding and digital innovation
- Strong experience delivering paid campaigns across video, social, search and display platforms
- Ability to manage multiple demands and priorities while consistently producing high quality content
- Alignment to Novita's values and work.

Remuneration Package

Total remuneration package includes base salary, annual leave loading and statutory superannuation contribution. Generous salary packaging options are available which can increase your take-home pay. Further salary-packaging benefits available include meal and entertainment expenses, accommodation and venue hire, private novated leasing and additional superannuation contributions.

Apply Now and make a difference!

This is your opportunity to become a key member of Novita's Fundraising Team and to make a difference in the lives of kids, young people and adults living with disability. For further information contact Brent Frewen (General Manager, Fundraising & Enterprises) on 8243 8231. *Please note:* once you have submitted an application you will be able to view the **Position Description** within our Novita Careers Portal (profile setup required).

Applications close Monday 16th May 2022

Novita is committed to creating a diverse and inclusive workplace. All suitably qualified applicants will receive equal and fair consideration for employment. Applicants with a disability and/or who identify as Aboriginal and/or Torres Strait Islander are actively encouraged to apply. All potentially successful candidates will be required to complete background checks which will include a criminal history check prior to confirmation of employment.