



Individual giving - *marketing*

- **Raise funds to support young people dealing with the challenges of cancer**
- **Join a highly successful individual giving fundraising team – QLD, VIC or NSW**
- **Suits fundraising, loyalty or direct marketing backgrounds – NFP or commercial**

The Organisation

For over 30 years Canteen has been supporting young cancer patients, young people dealing with the grief of losing a loved one, and young people who have a sibling or parent with cancer. Canteen continues the mission to truly understand how cancer is different in a young person's world through leading edge research into the emotional and social impacts of cancer.

Canteen fundraises in a range of ways including the high-profile Bandana Day, and the CanDo family of almost 70,000 regular monthly donors who provide more than 80% of Canteens income. The program is one of the most successful fundraising programs in Australia driven by a passionate team of marketing fundraisers.

The Role

This newly created role requires a relationship and early career direct marketing individual to develop and implement a mid-value supporter strategy program that will uniquely be your own. Nurturing relationships with new and existing mid-value supporters, donation asks will vary via online, offline, direct mail, face to face, telemarketing and digital media. Working within the successful individual giving team, you will focus on donor acquisition, retention, and growth through:

- Pipeline development of mid-value and major giving leads
- Manage stewardship of supporter portfolio, providing high quality interaction
- Partnering and management of agency and supplier stakeholders
- Collaboration across other fundraising teams and the broader organisation

Benefits & Culture

- A working environment embracing innovation and passionate about staff loyalty
- Competitive salary and tax effective packaging
- 5 weeks' annual leave plus 17.5% leave loading
- Additional gifted and Christmas leave
- Professional development opportunities
- WFH flexibility

Skills Required

You have a few years of direct or digital marketing experience with demonstrated success in loyalty marketing programs ideally within fundraising or philanthropic giving. You will offer strong communication, presentation and analytical skills and a personable approach to engage supporters. Additionally, your experience includes:

- Enhancement of supporter retention, supporter journey mapping and implementation
- CRM management, data targeting, analysis and segmentation
- Development of strategy documents and creation of engaging content
- Meet forecasted revenue targets and KPI's
- Ideally you are tertiary qualified in Marketing or related field

If you're motivated to work within a successful fundraising team which raises funds to support young people facing cancer, please click apply and submit your CV together with a cover letter addressing the skills required section above or alternatively, to discuss, please call Gemma Schade on 03 8080 8978.