

Donor Retention Manager

At Cerebral Palsy Alliance, we value diversity, foster an inclusive culture and champion equitable opportunities. We strongly encourage applications from candidates with a diverse range of backgrounds and lived experiences including people with disability, Aboriginal & Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, and the LGBTQIA+ community.

Join us and make a positive difference to the lives of people with disabilities, and to grow your career as part of our alliance of great minds. Our shared values are Passionate, Respectful, Ethical, Curious and Courageous.

About the role

The Retention Manager plays a pivotal role in our Individual Giving team by engaging and retaining our incredible donors. Reporting to our Snr Retention Manager, this role is responsible for supporting the implementation of CPA's donor retention and extension strategy across multiple fundraising channels including telemarketing, direct mail and digital. The role supports the significant growth in donor acquisition planned for the next 3 years, with the goal to accomplish best in class donor retention and life time value in order to achieve shared revenue targets and build a sustainable income stream to help the organisation reach its mission.

This role is a 12-month parental leave contract and is located at our head office in Allambie Heights.

Working for CPA offers you exceptional remuneration & benefits:

- Access to a tax-free meal, entertainment & venue benefit card valued at \$2,650 per year
- Flexible ways of working - compressed hours, working from home options, flexibility surrounding hours
- 12 weeks paid parental leave and 2 weeks paid partner leave
- 2 additional leave days each year
- \$100 per year well-being allowance that you can use to enhance your wellbeing (eg: purchase sports equipment, have a massage, take a meditation class, the choice is yours)
- Discounted gym membership for you and your family, using Fitness Passport
- Employee Assistance Program
- Paid Employee Referral Bonus Program, where you can be generously rewarded for referring a friend that joins CPA.

We seek a self-motivated individual with:

- A huge appreciation for donors and the impact they have on an organisation like CPA to achieve its mission
- Tertiary qualification in Marketing or related field will be highly regarded
- At least 1-2 years fundraising, communications or direct marketing experience (Not for Profit experience will be highly regarded)
- Superior project management skills, with well developed analytical, problem solving and decision-making skills
- Demonstrated understanding of the critical success factors or direct marketing programs
- Strong analytical and numeracy skills
- Demonstrated experience in maintaining relationships and resolving conflict or conflicting priorities with third party suppliers and stakeholders
- Excellent communications skills, both written and verbal, and an ability to facilitate cross team projects
- Team player with a "can do" attitude

You will be responsible for:

- Management and optimisation of day to day multi-channel donor comms journeys including email, SMS, mail and phone
- Day to day management of telemarketing agencies employed to extend the value of existing CPA regular donors (upgrade, reactivation and declines campaigns)
- Project management of digital campaigns converting existing CPA one off donors into regular givers digital fundraising campaigns.
- Deliver training and recognition to telemarketing agencies on Cerebral Palsy Alliance and our campaigns
- Serving as the first point of contact and maintaining positive relationships with all third-party suppliers including telemarketing, creative agencies and fundraising consultants
- Work with CPA's digital team to build a digital extension of our appeals including email, SMS and donation pages
- Monitor and Reporting of key metrics across all retention channels to support key decisions made by the Snr Retention and Snr Acquisition Managers
- Maintain awareness of the FIA Code of Conduct and other external legislative requirements to ensure fundraiser and supplier compliance.
- Assisting with proof reading and management of our Mail Appeals program
- Collaborating with the Snr Retention Manager to develop annual budget and financial targets and KPIs to ensure key objectives are developed and implemented in line with the overall fundraising strategy.
- Working collaboratively and maintaining positive working relationships with internal fundraising teams including the Donor Acquisition team, Donor Support team and Digital teams to help maximise donor retention and extension
- Providing full support and assistance to the Snr Retention Manager as required

Important information:

At CPA the safety of our staff and clients is of paramount importance. We have assessed this role type as requiring a low level of physical functionality with some inherent requirements.

Please let us know if you have any pre-existing injuries or illnesses which you are currently seeking, or have sought, medical treatment for which you think may impact your ability to fulfil the inherent requirements of this role. CPA is committed to supporting an inclusive work environment and engaging workers with diverse lived experience. We will happily consider and accommodate reasonable adjustments that may be required to support candidates throughout the recruitment process, and to be successful and safe employees of CPA.

Cerebral Palsy Alliance is committed to the safety and wellbeing of our clients and staff. As such all employees at CPA must be triple vaccinated against COVID-19, prior to their start date. Cerebral Palsy Alliance is an Equal Opportunity Employer. Cerebral Palsy Alliance upholds, advocates for, and protects the rights, wellbeing and safety of people with a disability. We are a child safe organisation and all workers are responsible to adhere to the NDIS Worker Code of Conduct.

CPA is a smoke free workplace including in, on and around CPA sites and vehicles.

Apply now by emailing your resume to meghan.dibe@cerebralpalsy.org.au.