

APPEAL MANAGER

We have an exciting opportunity for an Appeal Manager to join our growing Fundraising team. This is an exciting time to join our team, as we embark on an ambitious growth strategy across the organisation which will enable us to do more breast cancer research in the greatest areas of need.

ABOUT THE ROLE

This new position will suit an enthusiastic fundraiser with experience running end-to-end direct marketing appeals. You'll feel motivated by ambitious but realistic and well-supported growth targets, and be ready to hit the ground running, building on our existing appeals program.

Your excellent project management and stakeholder engagement skills combined with creative flair and analytical thinking will be welcomed by a wonderful team. This is a full-time position and whilst our office is based in Newcastle, we will consider remote working arrangements for the right candidate.

Reporting to the Individual Giving Manager and with the support of an Appeal Coordinator, the Appeal Manager will have the following responsibilities:

- Drive the development of all Individual Giving appeals to grow income and build donor loyalty.
 - Project oversight and delivery of the creation, implementation, and continued innovation of multi-channel appeals (including mail, email, website content landing pages/donation forms, SMS, and paid social).
 - Brief and account manage external suppliers such as full-service agencies, copywriters, designers, and/or mail houses.
 - Brief and manage all internal stakeholders on deliverables including kick-off meetings, copywriting, mailfiles, content feedback and approvals, supporter care FAQs, and processing/receipting instructions.
 - Be the primary point person for case study engagement and approvals.
 - Create and ensure stakeholder compliance with appeal timelines.
 - Evaluate each campaign, ensuring key learnings are applied to future projects.
- Research, recommend, and implement optimisations and new opportunities.
- Assist with any other duties relevant and appropriate to this level of appointment.
- Participate in professional development such as industry discussion and user groups and relevant training opportunities.

ABOUT YOU

Our ideal candidate will have;

- Previous experience in a similar role, relevant tertiary qualifications and/or demonstrable experience and skills.
- Exceptional organisational, written, editing and oral communication skills.
- Ability to work with internal and external stakeholders to deliver complex projects to deadline.
- Ability to think creatively and problem solve.
- Ability to work effectively within and contribute to a multidisciplinary team.
- Ability to translate analytical learnings into meaningful insight to drive growth and strategy.

Whilst not essential, previous experience using a fundraising CRM (preferably Raisers Edge) is highly desirable .

WHY WORK FOR US?

As an employee at Breast Cancer Trials, you will be part of a diverse and supportive workforce who are committed to saving and improving the lives of people affected by breast cancer. we also offer;

- Salary Packaging - In addition to your salary you can package up to \$15,900 annually pre-tax and benefit from a \$2,650 meals and entertainment card.
- Work/life balance - Flexible work arrangements.
- Professional development – Training, development, and career progression opportunities
- Recognition and Reward - Length of service recognition and rewards + additional long service leave after 10 years + gifted leave between Christmas and New Year.
- Wellness – Income protection insurance + employee assistance program + additional carers leave.

At BCT, we value diversity. We are committed to fostering an inclusive workplace for all people. We welcome applications from Aboriginal and Torres Strait Islanders, people of all ages, identities, and abilities.

We support vaccination as the best way to keep our communities and employees safe from COVID-19. Employees must maintain vaccination against COVID-19 in accordance with BCT's vaccination policy.

**To apply for this rewarding position please visit
breastcancertrials.org.au/our-people/join-our-team/**