

Leukaemia Foundation®

Are you ready to be a part of an exciting team looking to turbocharge Individual Giving for the Leukaemia Foundation? Are you passionate about working collaboratively, thinking outside the box and all things data?

As the **Senior Individual Giving Coordinator**, you will be responsible for leading and executing appeals and campaigns across our Acquisition and Renewals programs. You will take charge of delivering multi-channel campaigns and appeals. You will play a key role in implementing the strategy that will support growth in donations, drive repeat donations and deliver positive experiences and interactions with the Leukaemia Foundation – all working towards the goal of zero lives lost to blood cancer.

What we will trust you with

- Lead and deliver campaigns across the Retention and Acquisition program, including direct mail and digital appeals.
- Support the delivery of data-driven strategies by managing data extractions and tracking and monitoring program performance.
- Manage positive working relationships with internal business partners and external agencies including mail and production, copy and design.
- Drive continuous improvement and optimisation across the Individual Giving program.
- Support the Individual Giving Retention Manager in the development and roll-out of the tactical activities across the entire retention program.

Does this sound like you?

- Prior experience working in a non-profit fundraising environment.
- Ability to work independently, with a strategic mindset and with initiative to achieve program outcomes.
- Experience delivering direct marketing and/or multi-channel campaigns.
- Ability to adapt and prioritise competing projects and manage detailed project timelines.
- Strong knowledge in developing data briefs, donor segmentation and understanding the role of data in tactical implementation.

We Offer:

- Salary including generous salary packaging up to \$15,900 and entertainment card
- Ongoing training and development
- A collaborative, innovative and supportive team culture
- Social and well-being activities
- Employee Assistance Program

How to apply:

If you're interested in this exciting role, please send through a one-page cover letter addressing the essential requirements of the role and your CV in PDF to recruitment@leukaemia.org.au

CLOSING DATE FOR APPLICATIONS: 22 March 2024

Don't delay - apply today! We will be shortlisting and interviewing as we receive applications and may appoint the right candidate ahead of the closing date. **This role is based in Sydney, but we would also be open to speaking with candidates based in Melbourne or Brisbane (CBD).**

The successful applicant will be required to undergo reference, police, COVID-19 Vaccination and VEVO checks as part of the selection process. The work we do at Leukaemia Foundation involves interaction with people impacted by blood cancer, including those who may be immunocompromised or at higher risk of infection due to other underlying health conditions, therefore all employees are required to be up to date with their COVID-19 vaccinations, unless medically exempt.

Leukaemia Foundation is committed to building an inclusive and diverse workforce that continues to reflect the community we support. We strongly encourage people from all cultural and linguistically diverse backgrounds to apply, including Aboriginal and Torres Strait Islander people.