

INDIVIDUAL GIVING COORDINATOR

About Mary MacKillop Today

Mary MacKillop Today walks alongside people and communities at the margins, in Australia and Internationally, in the spirit of Saint Mary MacKillop. We create opportunities for self-determination through learning for life so that all might flourish.

Just as Mary MacKillop did over a century ago, Mary MacKillop Today helps those wherever they are, regardless of their faith, ethnicity or gender by supporting development projects both within Australia and overseas. Mary MacKillop Today directly implements programs through our office in Timor-Leste, as well as through partnerships in Australia, Peru and Fiji.

We know that providing education, in all its forms, is one of the most effective ways to create sustainable outcomes and generational change in developing communities and we depend on support from the Australian public to carry out this vital work.

Mary MacKillop Today is a ministry of the Sisters of Saint Joseph. We work in the spirit of Saint Mary MacKillop and Rev Julian Tenison Woods, inspired by their faith, legacy and grounded practical work.

Mary MacKillop Today is directly responsible for program design, implementation, monitoring and evaluation of all our projects and is a signatory of the Australian Council for International Development's code of conduct. As a consequence, we have a high degree of accountability and transparency. Mary MacKillop Today is committed to protecting the rights of children and vulnerable adults everywhere we work.

About the Role

The Individual Giving Coordinator is responsible for both donor acquisition and retention and is responsible for increasing the number of supporters including regular donors and growing their level of financial support.

In addition, the Individual Giving Coordinator is responsible for project managing existing and new fundraising campaigns, namely, direct mail appeals from inception to implementation. This includes managing external relationships with fundraising agencies and suppliers, fulfillment, data selection, and reporting.

Key Accountabilities and Responsibilities

Reporting directly to the Fundraising Director, the Individual Giving Coordinator will be responsible for:

- Developing and delivering annual strategic plans for donor acquisition, engagement, retention, upgrade and follow up strategies through direct mail and other income generating and lead generation activities
- Project managing a range of direct marketing campaigns for mail, eDM, telephone, regular giving acquisition, upgrade and conversion appeals including creating and delivering schedule of appeals, donor communications and targeted campaigns across a variety of channels to ensure the ongoing support of active cash and regular donors
- Tracking campaign timelines, budgets and performance, ensuring all stakeholders deliver to scheduled timelines and campaign goals
- Developing strategies for acquiring new donors and strategies aimed at retaining and upgrading donors across all segments, increasing retention rates
- Identifying and investigating new direct marketing channels for regular and one-off individual giving
- Developing clear and comprehensive briefs for a variety of multichannel campaigns, ensuring all campaign stakeholders have a clear understanding of campaign requirements and goals
- Working with the Marketing team to identify new digital media opportunities and develop digital campaigns to broaden the scope and promote appeals and regular giving
- Ensuring that all activities are compliant with current privacy and fundraising legislation and other industry best practice
- In partnership with the Fundraising Director, develop annual income and expenditure budgets
- Delivery of reporting cycle and produce analytics and insights into performance of programs.

Key Competencies and Selection Criteria

Knowledge, Skills and Experience: Essential

- Minimum of 3-5 years' experience in donor direct marketing and/or donor relationship management
- Demonstrated experience and proven success in developing fundraising direct marketing campaigns from inception to implementation, especially in direct mail and regular giving
- Experience designing and implementing acquisition, retention, and loyalty programs
- Strong track record in campaign management and demonstrated ability to manage various campaigns simultaneously to deadline and budget
- Strong financial management experience specifically in budget development, monitoring, and forecasting
- Excellent communication skills (written and verbal) and strong stakeholder relationship management skills both internally and externally e.g. fundraising agencies and suppliers
- Experience creating campaign briefs and managing competing demands to ensure campaign timelines are met
- Experience in developing & mapping out donor journeys and implementing strategies resulting in increased retention rates and upgrades
- An ability to demonstrate leadership in the continuous improvement of donor acquisition, retention, engagement, stewardship, and development
- Understanding of digital communication and marketing to support integrated fundraising campaigns

MARY MACKILLOP *today*

- Sound knowledge of fundraising legislation, current trends, and best practice
- Excellent collaboration and negotiation skills
- Proven capability to grow revenue
- Excellent time management, multi-tasking and follow-up skills
- Advanced computer skills, including Microsoft Office Suite
- A strong understanding of CRM systems
- High ethical standards of behavior, good judgment, respect for others, confidentiality, and attention to detail
- Ability to adhere to, and be an internal champion for, all professional behavior related policies, including Mary MacKillop Today's Safeguarding Policy and the Fundraising Institute of Australia's Code of Conduct.

Desirable

- Relevant degree or qualification in fundraising/communications/marketing or related field OR a minimum of 3 years' fundraising experience
- Experience or understanding of Catholic Church organisation, structures or social justice ethos.
- Experience or understanding of International Development

General Information

This position is a permanent full-time role based in North Sydney and reports to the Fundraising Director of Mary MacKillop Today. The working environment is informal but professional, with very high standards of output and delivery. We are a happy, enthusiastic and energetic team, with a positive and values- driven culture.

To Apply

We are reviewing applications on a rolling basis, so please submit your application as soon as possible.

To apply, please visit <https://www.seek.com.au/job/75128030> to submit your CV with a cover letter addressing the above key criteria. Please note, cover letters must be submitted for your application to be successful.

If you have any questions regarding this role, please email recruitment@marymackilloptoday.org.au using the subject line: Individual Giving Coordinator enquiry.

The suitable applicant will be subject to the relevant pre-employment checks for appointment to a position within Mary MacKillop Today, and must adhere to our Safeguarding policy.

Please note that only short-listed candidates will be contacted.