

Head of Direct Marketing

Oxfam is committed to preventing any type of unwanted behavior at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

Position Number	576
Classification	Category 2Enhanced
Section/Unit	Fundraising and Resource Growth
Reports to	Executive Lead, Supporter Activation and such other persons as directed
Hours of Work	35 hours per week
Suitable for Job Share	YES
On Call Duties	NO

Scope of Position

The Fundraising and Resource Growth Section (FRG) at Oxfam Australia exists to inspire and invite individuals, communities and institutions to contribute their financial support, ideas and resources to advance our shared purpose of achieving a just and sustainable world without poverty.

The Head of Direct Marketing is accountable for the performance of Oxfam Australia's portfolio of mass fundraising initiatives thatspan multiple segments, platforms, products, campaigns and channels. These initiatives aim to inspire support and engagement with Oxfam's work. The Head of Direct Marketing is a key role within the Supporter Activation unit and is pivotal in championing a values led approach to fundraising and supporter experience, ensuring that fundraising activities achieve the right balance in driving annual net revenue; supporter loyalty; and appropriate overarching levels of ROI.

The position also works cross-functionally to ensure that fundraising campaigns are aligned to the OAU strategy; meet the high ethical standards that Oxfam sets and that communications accurately reflect the work of the Agency and the context in which we operate.

The position oversees the Direct Marketing unit with direct reporting being a Direct Marketing Manager, a Gift in Wills Manager and a Special Supporter Coordinator. The position is responsible for the strategy and operational plan that drives engagement and financial support from direct marketing offers: appeals, regular giving, middle donor segments and bequests.

Key Responsibilities

- Lead and oversee the Direct Marketing teams to embed a culture of agility; collaboration; high performance; accountability and “Supporter First” thinking
- Lead the development, implementation and performance management of Oxfam Australia’s segmented multi-channel approaches to supporter lead generation; acquisition, retention, reactivation, engagement and growth
- Lead the long term strategy for key fundraising initiatives including bequest giving, regular giving, mid value growth and supporter acquisition.
- Work closely with the Supporter Experience team to ensure campaigns and communications are insights led, targeted and tailored to the needs of individual supporter segments
- Set, monitor and achieve the delivery of key performance indicators including financial projections across all areas of the portfolio
- Guide the Direct Marketing team to ensure mass fundraising communications reflect OAU’s strategic goals
- Closely monitor internal procedures and processes in order to maximise supporter income and to identify communication opportunities and appropriate supporter care
- Lead and oversee analysis of all fundraising activities as pertains to net revenue performance; ROI and supporter experience
- Work in conjunction with the Supporter Experience and Technology Teams to efficiently optimise enhancements to existing offers as well as test new products and implement at scale pending successful piloting
- Ensure organisation standards, policies and statutory requirements are upheld in area of delegation, including Oxfam Australia’s brand requirements and ethical standards for communications.

People Management

- Lead and oversee the Direct Marketing unit so they act as a high-performing team through the delivery of best practice approaches to people recruitment, retention, performance management, team working and staff development
- Plan the scheduling of annual fundraising and engagement campaigns and support the prioritisation of projects and activities to ensure efficient and effective use of team resourcing
- Ensure all staff under management demonstrate good human resource practice and comply with agency policies and procedures
- Implement and monitor equity, diversity, child safe and staff health and wellbeing policies and procedures within areas of delegation
- Managers are responsible for complying with safe work practices, procedures and instructions in accordance with legislation and Oxfam Australia WHS policies and procedures for self and for staff under management.

Budget

- Develop, monitor and report on the Direct Marketing business plan and budget

- Work with Financial business partners at budget and reforecasting periods to provide detailed reporting, commentary and insights as they relate to mass fundraising programs

Living our Values

- Accountability – You are able to set clear goals and monitor personal progress against them
- Empowerment – You are capable of having open, honest and respectful dialogue with others, respecting and including partnerships and communities perspectives into our working activities
- Equality – You work to high ethical standards and treat all people with respect
- Inclusiveness – You embrace diversity and able to enrich work activities with diverse perspectives
- Sustainability – You are committed to achieving sustainable results in all aspects of their work.

Technical Knowledge & Experience

- Extensive senior experience in the development, implementation and oversight of highly effective direct marketing and communications campaigns in a fundraising context
- Demonstrated experience in developing successful engagement and marketing strategies
- Significant experience in managing and directing cross-functional teams with multiple priorities
- Detailed understanding of supporter/customer segmentation best practice approaches and techniques
- Extensive experience in analysing data to develop effective strategies and robust budgets

Personal Skills & Attributes

Essential Skills - skills of a high order are required in the following areas:

- Strong leadership and management skills with the ability to create and sustain high performing teams
- Digital engagement and direct marketing experience
- Exceptional communications and interpersonal skills
- Demonstrated experience in working with subject matter experts and specialised teams including relationship managers, and direct marketers
- Exceptional analytical and budget management skills

Personal Attributes

- High degree of emotional intelligence and humility
- Innovative, supportive and visionary
- Commitment to Oxfam's purpose, culture and ways of working
- Customer and goal focused
- Ability to establish and maintain relationships with a diverse range of people

- Flexibility in work undertaken in order to assist colleagues and the organisation.

Travel

Occasional international and/or interstate travel is a requirement of the position. It is a condition of employment that staff abide by all agency security and safety protocols, policies and procedures and the Oxfam International Security Protocol.

Child Safeguarding

As an agency undertaking work both nationally and internationally and in humanitarian response, OAU takes its duty of care seriously to safeguard children and recognises that it must meet community expectations and the trust placed in its personnel to maintain the highest standards of conduct with children. Therefore, all positions within OAU are required to understand and comply with the Child Safeguarding Policy, Code of Conduct, toolkit and Social Media User Policy.

- This role requires Oxfam representation when occasionally visiting the field (overseas and domestic)
- This role requires access to information relating to children
- This role involves making decisions which may affect children, including volunteers and other supporters under the age of 18.