

INDIVIDUAL GIVING MANAGER



Join the fundraising team at Breast Cancer Trials and help to deliver world-leading clinical trials to prevent, treat, and cure breast cancer.

This senior role will suit an enthusiastic, dynamic, and creative fundraiser whose passion for Individual Giving is underpinned by a track record of success in managing multi-channel acquisition and retention programs which are backed by data-driven insights.

You will be responsible for leading a committed team to achieve financial growth through the management, development and execution of an established Individual Giving Program. It's an exciting time to join Breast Cancer Trials and help lead our Fundraising Growth Strategy to support our national and international research program and make an impact on the lives and futures of all those affected by breast cancer.

This is a full-time position and while our office is based in Newcastle, we will consider remote working arrangements for the right candidate. Reporting to the Chief Operating Officer - Fundraising and Philanthropy, the primary responsibilities will include;

- Develop, implement, and lead an Individual Giving Strategy, which underpins the Fundraising Growth Strategy, in the following Program areas: Cash/Single Gift Giving, Regular/Monthly Giving, Gifts in Wills, and Mid Value Donors.
- Develop, implement, and manage annual Strategic Priorities for Individual Giving Programs including supporting budgets, income forecasts, and best-practice reporting against goals, objectives, and agreed KPIs.
- Lead and implement multi-channel donor acquisition across Individual Giving Programs using industry and benchmarking insights, and regularly monitor and analyse using best-practice fundraising measures.
- Oversee the multi-channel Cash Warm Appeals Program ensuring Appeals are delivered on time, to budget, and achieve planned goals and income targets.
- Manage the Regular Giving Program and drive growth in membership through direct and conversion acquisition methods, to support long-term income generation.
- Manage the Mid Donor Program by providing personalised communications and targeted offerings to grow this segment and increase donor value.
- Manage the Gifts in Wills Program to increase the number of confirmed Gifts in Wills from warm and cold prospects using tailored, personal communications and best-practice methods.
- Review, implement, and manage Supporter Journeys for all Individual Giving Programs, including welcome, engagement, and retention activities (online and offline), to develop long-term relationships, avoid attrition, improve second gift rates, cross-cultivate to other income streams, engage and value supporters and ensure integration with donor acquisition and lead generation activities.

- Monitor, analyse, and report on Individual Giving Programs, using best-practice data measures to drive strategic advice, data segmentation, and a test-and-learn culture.
- Encourage innovative approaches to storytelling and ensure compelling content and creative delivery across all fundraising communications.
- Manage and Lead the Individual Giving team and support the Fundraising team overall to achieve individual position responsibilities and team objectives.
- Work closely with the Chief Operating Officer – Fundraising & Philanthropy, the Community Fundraising Manager, and the Data Strategy, Insights, and Services Manager to integrate all fundraising activities to maximise potential and ensure department goals and objectives are met to support the Fundraising Growth Strategy and BCT's Strategic Plan.



ABOUT YOU

Our ideal candidate will have;

- Proven experience and success in developing and implementing strategies to acquire, engage, retain, and increase the lifetime value of individual supporters and grow income streams.
- Significant experience in successful multi-channel Cash/Single Gift Giving, Regular/Monthly Giving, and Gifts in Wills appeal/campaign creation, execution, data targeting and segmentation, and analysis.
- High competency and understanding of fundraising best practices, supporter-centric methodology, and data analysis metrics to help inform and drive strategy.
- Excellent understanding and experience with tailored communication journeys and relevant automation software.
- Strong planning, organising, project management, and problem-solving skills with excellent attention to detail.
- Knowledge of fundraising regulatory regimes and compliance within Australia.
- Exceptional leadership skills and experience managing, supporting, and inspiring teams
- Empathetic and sincere, especially in dealing with vulnerable people.

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, hybrid and remote working options.
- 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.

WHAT NEXT?

To apply for this rewarding position please follow the link below, and include a current CV and covering letter addressing the above-mentioned 'about you' criteria. Please note, there is no formal closing date for this role. If you are interested, please apply as soon as possible. Candidates will be shortlisted as applications are received.

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