

HR	Position Description	
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Job Title	Direct Marketing Coordinator
Department	Fundraising
Reports To	Direct Marketing Manager
Manages / Supervises	N/A

() New Job Description (x) Revised Job Description

1. PURPOSE OF THE JOB:

- To implement and drive strategic direct marketing plans across direct mail, telemarketing, mobile and digital channels to meet organisational objectives.

2. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Coordinate all direct marketing collateral through mail, phone and online in partnership with external fundraising agency; including briefs, copy and creative review and approving lives.
- Monitor, evaluate and report on results and tests across all campaigns.
- Liaise with clients, key suppliers and agencies.
- Work with the Data Supervisor to oversee data brief development and execution.
- Work with the Supporter Experience department to oversee data capture, processing and receipting requirements for campaigns.
- Liaise with key internal stakeholders as the interface between direct marketing and other fundraising activities.
- Coordinate interviews and photo shoots with client story case studies.
- Lead administration tasks related to the direct marketing program.
- Assist in customer service activity related to the direct marketing program.
- Other projects as required.

WH&S Responsibilities

- Follow Guide Dogs NSW/ACT WH&S policy, procedures and rules, and follow safe work practices.
- Report any hazards and incidents as soon as possible, whether or not someone was injured.
- Participate in WH&S consultation meetings to discuss workplace safety in the department.
- Assist in the return to work process for yourself or any work colleagues following injury.
- Participate in WH&S activities such as training, inspections, investigations, evacuation drills, WH&S meetings and risk assessments as required.
- Do not misuse or interfere with anything which is provided in the interests of workplace health and safety.

3. OTHER DUTIES & RESPONSIBILITIES:

- Other related duties as required.
- Participate in personal development opportunities.
- Keep informed on company procedures and policies.
- Conduct all activities in a manner consistent with the Workplace Behaviour Policy.

4. SUPERVISORY RESPONSIBILITIES:

- N/A.

5. KNOWLEDGE & SKILLS:

Essential

- High attention to detail.
- A dynamic and results driven self-starter.
- Skill and experience working with Customer Relationship Management systems (databases) and strong Microsoft office skills.
- Strong communication skills (both written and verbal) to manage relationships with a variety of stakeholders including colleagues, suppliers and supporters.
- Good organisation and administrative skills.
- Able to manage the physical demands and inherent requirements of the job and complete the tasks and duties as stated.

Desirable

- Knowledge in Direct Marketing principles.
- Direct marketing experience.
- Project coordination experience.
- Experience in fundraising is desirable but not essential, could suit someone who has worked for a charity before and is looking to move up.

6. PHYSICAL DEMANDS OF THE ROLE:

- This is primarily an office-based role, with a high degree of computer work.

High level of activity (80% or more of time spent performing these activities)

Activity	Description	Existing controls
Computer work including extensive data entry and some phone work.	Sustain a sitting posture for more than 80% of the working day: static arm, neck, shoulder and back posture and hand, wrist and finger fine motor skills.	Ergonomic office set up. Breaks as required. Headsets for phone calls.
Potentially dealing with a high level of customers who may have unreasonable requests or demands.	Capacity to maintain a high level of customer service and potentially manage conflict or emotional distress when dealing with difficult customers.	Manager support. If required, customer service training can be provided.

Low level of activity (10% or more of time spent performing these activities)

Activity	Description	Existing controls
Lift and carry mail boxes, files and file boxes.	Requires full range of movement in shoulders and elbows, adequate pelvic stability and trunk strength.	Boxes weigh no more than 10kgs. Lifting trolley provided.

Collate letters and fill envelopes.	Dynamic standing, pivoting eye-hand coordination. Requires adequate hand, wrist and finger motor skills. Adequate pelvic stability and trunk strength.	Where possible, work conducted at bench height.
Periodical temporary charge of a dog that requires handling and toileting.	At times, unpredictable pulling on the lead requiring exerting and restraining force with the leading hand and arm. Can also involve bending, kneeling and squatting.	Dog handling skills training provided. Dog temperament matched to staff skill level.

7. WORKING CONDITIONS & ENVIRONMENT

- May be required to work some weekends or evenings (with overtime taken as time in lieu).
- Open office floor plan, surrounded by your team and manager (along with other departments within Guide Dogs).
- Professional environment.

Date Commenced Employment:

Employee's Signature:		Date:	
Print Name:			
Manager's Signature:		Date:	
Print Name:			