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Role	Direct Marketing Manager – Regular Giving Program
Reports to	EGM Fundraising, Marketing & Communications
Department	Fundraising, Marketing & Communications
Manages / Supervises	Acquisitions Coordinator & Regular Giving Coordinator
Date revised	October 2018

PURPOSE OF THE JOB:

To inspire donors through engaging propositions and opportunities to donate to Guide Dogs NSW/ACT. Donors feel connected to the organisation and understand the impact of their support. To plan and manage the regular giving activities including the direct mail, F2F and telephone donor acquisition programs with the objective of achieving profitability and budgeted targets.

Support integrated and collaborative interactions between the Regular Giving team and other teams toward the achievement of objectives.

KEY ACCOUNTABILITIES:

Key Result Area	
STRATEGY	JOB HOLDER IS SUCCESSFUL WHEN:
Manage the team strategy to recruit, retain, develop and engage donors across a range of donor segments via direct mail, Face to Face, online and telemarketing.	<ul style="list-style-type: none"> Performance is measured against budgets with financial targets, ROIs and KPIs met, shortfalls monitored and necessary action is taken.
Set clear business/operating plans and annual income and expenditure budgets.	<ul style="list-style-type: none"> Regular preparation of Board Reports, reforecasting and reports for the EGM Fundraising, Marketing & Communications as required.
Ensure all activities comply with appropriate legal, regulatory and fundraising good practice requirements.	<ul style="list-style-type: none"> All activities are compliant and regularly audited.

Key Result Area	
PERFORMANCE ANALYSIS AND TESTING	JOB HOLDER IS SUCCESSFUL WHEN:
Comprehensive reporting and analysis of campaigns.	<ul style="list-style-type: none"> • Drive previous learnings through to new campaigns, continuous improvement and efficiencies within the team.
Develop and implement donor acquisition, retention, reactivation and growth campaigns	<ul style="list-style-type: none"> • Increase in number of donors on the database with increased loyalty. Loyalty demonstrated through repeat activity, giving and engagement. Donor attrition is reduced, lapsed donors are reengaged and lifetime value is increased.
Be aware of new channels and opportunities to test new models including keeping up-to-date with new payment methods and make recommendations for adoption	<ul style="list-style-type: none"> • Awareness of developments in the sector through networks, horizon-scanning and personal development. Costed business case for testing new models developed, results monitored and recommendations made.
Acquisition of supporters via digital communications and channels	<ul style="list-style-type: none"> • Collaboration with digital team to include giving propositions in digital channels. Income and KPIs met
Effectively manage the telephone and face to face agencies working on the acquisition campaigns	<ul style="list-style-type: none"> • Agency Staff training program are in place and effective, donor satisfaction levels are high and early attrition levels are low
Key Result Area	
SUPPORTER ENGAGEMENT	JOB HOLDER IS SUCCESSFUL WHEN:
Development and management of RG Donor Journeys.	<ul style="list-style-type: none"> • Donor Journeys prepared for all supporter segments • Regular donors increase their gift • Plans developed for each campaign.
Key Result Area	
STAKEHOLDER RELATIONSHIPS	JOB HOLDER IS SUCCESSFUL WHEN:
Identify, build and maintain effective relationships across the organisation	<ul style="list-style-type: none"> • Relationships with colleagues in department allow for strategic and operational objectives to be met. Negotiation and influencing skills at all levels within the organisation demonstrated. • Where relevant, interact with the Guide Dog Training Centre and/or clients to gather content via interviews and photoshoots for campaigns.

<p>Manage agency and supplier relationships to deliver agreed plans and campaigns; including creative agencies and fulfilment houses where appropriate.</p>	<ul style="list-style-type: none"> • Relationships established and built with regular updates/meetings held. Actions complete and issues resolved within a satisfactory timescale. Contracts are negotiated and reviewed. • Briefs for external stakeholders are clear and agreed in advance. All scripts and procedures, including complaint handling, to be agreed, in place and reviewed after each campaign. • Secure process for data handling, storage and reporting to be in place and compliant with legal and regulatory requirements.
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KNOWLEDGE AND EXPERIENCE REQUIRED TO BE SUCCESSFUL IN THE ROLE:

Essential	Desirable
<ul style="list-style-type: none"> • 3+ years' experience in fundraising with at least 2 years in direct marketing, preferably on an RG program with proven experience generating income. • 2+ years' experience of managing F2F DRTV and telephone agencies for donor recruitment • Ability to work well under pressure and manage competing priorities in a fast paced, high volume environment. • Innovation and problem solving skills to analyse new opportunities and remedy existing inefficiencies. • Excellent planning and organisation skills and the ability to prioritise effectively. • Reporting and analytical skills. • Proven management, leadership, interpersonal, negotiation and mediation skills at all levels to manage relationships with a variety of stakeholders including colleagues, suppliers and supporters. • Experience working with Customer Relationship Management systems (databases) and strong Microsoft office skills. • Understanding of data led fundraising practices and experience in implementation. • Able to manage the physical demands and inherent requirements of the job and complete the tasks and duties as stated. 	<ul style="list-style-type: none"> • Completion of a graduate degree in a relevant field such as business, marketing, management or similar. • Current Drivers Licence.

[Name]

[Sign]

[Date]
