

HR	Success Profile	 <p>Guide Dogs NSW/ACT Sight lost, freedom found.</p>
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Role	Regular Giving Journey Coordinator
Reports to	Direct Marketing Manager – Regular Giving Program
Department	Fundraising, Marketing & Communications
Manages / Supervises	N/A
Date revised	February 2019

PURPOSE OF THE JOB:

To support and implement the creation of regular giving strategies and operational business plans to deliver on Guide Dogs NSW/ACT's objectives. In particular, this role will focus on the development and delivery of dynamic Regular Giving journeys with the objective of retention.

KEY ACCOUNTABILITIES:

Key Result Area	
STRATEGY AND ANALYSIS	JOB HOLDER IS SUCCESSFUL WHEN:
Develop and implement the Regular Giving strategy to drive revenue growth and retention.	<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. • Undertake post-campaign analysis including recommendations for future implementation. • Regular preparation of Board Reports, reforecasting and reports for the Direct Marketing Manager – Regular Giving & Head of Fundraising, Marketing & Communications as required. • Work within clear business/operating plans and annual income and expenditure budgets. • Ensure all activities comply with appropriate legal, regulatory and fundraising good practice requirements.

SUPPORTER ENGAGEMENT	JOB HOLDER IS SUCCESSFUL WHEN:
Ongoing development and implementation of the Puppy Sponsorship and Regular Giving supporter engagement journeys.	<ul style="list-style-type: none"> • Donor Journeys are developed and implemented for all regular giving segments, including reactivation, retention and upgrade of regular givers through all direct channels. • Regular donors' retention and lifetime value increases. • Campaigns are delivered on time and within budget.
STAKEHOLDER RELATIONSHIPS	JOB HOLDER IS SUCCESSFUL WHEN:
<p>Identify, build and maintain effective relationships across the organisation.</p> <p>Manage day to day relationship with agencies and suppliers to deliver agreed plans and campaigns; including creative agencies and fulfilment houses where appropriate.</p>	<ul style="list-style-type: none"> • Collaborate with colleagues in department enabling strategic and operational objectives to be met. • Where relevant, interact with the Guide Dog Training Centre and/or clients to gather content via interviews and photoshoots for campaigns. • Relationships established and built with regular updates/meetings held. Actions complete and issues resolved within a satisfactory timescale. • Briefs for external stakeholders are clear and agreed in advance. • Campaign 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.
Key Result Area	
PROCESS EFFICIENCIES	JOB HOLDER IS SUCCESSFUL WHEN:
Develop and maintain processes and procedures for the delivery of the Puppy Sponsorship and Regular Giving journeys.	<ul style="list-style-type: none"> • Internal processes related to the Puppy Sponsorship and Regular Giving journeys are efficient, meeting best practice and continuously improved to meet changing conditions.

KNOWLEDGE AND EXPERIENCE REQUIRED TO BE SUCCESSFUL IN THE ROLE:

Essential	Desirable
<ul style="list-style-type: none"> • 2+ years' experience in fundraising with at least 2 years in direct marketing with proven experience with supporter engagement strategies; • FIA Code of Conduct completed; • Intermediate Adobe suite skills; • Well-developed copy writing skills; • Ability to work well under pressure and manage competing priorities in a fast paced, high volume environment; 	<ul style="list-style-type: none"> • A tertiary degree in Marketing, Communications, or similar; • Current Drivers Licence.

<ul style="list-style-type: none">• Ability to be creative, innovative and flexible;• Strong attention to detail;• Problem solving skills to analyse new opportunities and remedy existing inefficiencies;• Excellent planning and organisation skills;• Reporting and analytical skills;• Experience working with Customer Relationship Management systems (databases) and strong Microsoft Office skills; and• Able to manage the physical demands and inherent requirements of the job and complete the tasks and duties as stated.	
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[Name]

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