



POSITION DESCRIPTION

POSITION TITLE	Direct Marketing Co-ordinator
REPORTS TO	Director Fundraising Development
POSITION TYPE / HOURS	Permanent Part-time - 0.6FTE – 22.8 hours per week
LOCATION	75 Wright Street Middle Park

ORGANISATIONAL CONTEXT

The Carmelites of Australia and Timor-Leste are part of a worldwide Catholic Order working with communities across both countries to offer spiritual and practical support to people facing social, economic and life challenges.

In Australia we provide pastoral and spiritual companionship to people through liturgical Masses, parish ministry, schools, spirituality and retreat centres and the Carmelite Library.

In Timor-Leste we support the local people of the Zumalai Parish spiritually and through practical development projects and aid with a focus on education.

In both countries we educate the next generation of Carmelite priests and brothers, who will become leaders of their communities. They will continue the 800 year old tradition of working closely with people at grass roots community level, and on an individual basis to help them transform their lives.

The Fundraising and Development Ministry is responsible for income generation through individual and regular giving, community group fundraising, school and alumni fundraising, donor and signature events, major gifts, bequests, business partnerships and trust and foundation grants.

PURPOSE OF POSITION

The Direct Marketing (DM) Co-ordinator's responsibility will be to maximise income and donor growth through a multi-faceted DM strategy which includes:

- Acquisition
- New Donor Journey
- Retention and Renewal
- Upgrading including Regular Giving

This role will drive and develop income and donor growth in a manner consistent with the values of The Carmelites and informed by the fundraising strategic plan to improve The Carmelites' fundraising and marketing outcomes.

Whilst the current focus of this role has been direct mail, it will be responsible for the introduction and implementation of an email marketing program and the updating of the fundraising website.

Key Collaborations

The DM Co-ordinator will work closely with all members of the Fundraising Development team (including the Director, Database Officer, and Philanthropy Officers) along with the Communications Director, Finance and appointed consultants and suppliers in order to achieve financial, communication and fundraising goals.

KEY RESPONSIBILITIES

Program Management and Development

- Co-ordinate, plan and develop fundraising campaigns and activities as identified through our DM annual plan focusing on donor retention, upgrade, conversion, and reactivation of donors. **This includes five DM appeals, one donor report back and two newsletters per annum.**
- Build and manage effective relationships with internal stakeholders and external agencies for, creative (copy & design), print and production including mail house.
- Prepare briefs for external agencies (creative, print and production).
- Maintain and grow the regular giving program.
- Prepare and monitor annual budgets and forecasts
- Use budget performance results to implement strategies to ensure DM programs KPI's are met or exceeded.
- Implement an email marketing program to compliment the annual DM program.
- Update the fundraising website with relevant content.
- In collaboration with the Director, develop strategies and implement an acquisition program.
- Evaluate and provide individual reports on each appeal, making recommendations and implement strategies to grow and improve individual giving.

Data Management, Analysis & Reporting

- Determine donors and prospects to be targeted for the various appeals in consultation with the fundraising team.
- Develop the donor segmentation criteria.
- Extract data and filter to ensure it is ready for mail-house containing all variable data.
- Utilise database reports for analysis of appeals and overall performance of the donor base to improve ongoing performance.
- In conjunction with the Database Officer maintain and develop improved methods of data coding, recording, donor profiling, segment performance, donor behaviour and giving trends.

Communications & Marketing

- Write copy and develop content in particular for the newsletter and website.
- Work closely with other team members and internal stake holders to develop strong messaging.
- Consult with the Director to develop briefs for the creative of the DM appeals.
- Ensure variable messaging is tailored to each donor segment group.
- Review and edit material and follow internal processes for approval.

Relationship & Stewardship Management

- Implement and maintain a robust stewardship plan for all areas of the DM program.
- Develop and implement a new donor journey to bond new donors.
- Maintain and review the DM stewardship strategy and processes to deepen donor relationships and recognise loyalty.
- Together with other team members facilitate and assist with small donor events

KEY SELECTION CRITERIA

Strong project management skills – consult, liaise with and influence stakeholders; produce detailed project plans where objectives are clearly defined and action steps to achieve them; monitor performances against objectives and manage project risks; ensure project objectives are met and on time.

DM implementation skills – experience in coordinating direct marketing and digital marketing programs, including strategic use of mail, print, and online including acquisition techniques resulting in growing donor numbers.

Strong numerical and analytical skills – being detail focused and data driven; manipulate and analyse complex data in a direct marketing context; understand database structural principles and database marketing techniques; track and monitor budget performance; implement strategic changes based on results; lift DM targets through strategic changes; possess well-developed analytical and lateral thinking skills with capacity for methodical problem solving.

Strong communication skills – ability to write engaging and compelling fundraising copy, in a clear donor centric manner; understand the target audience and the objectives of the communication; use feedback to edit and improve copy.

Morale Obligation – work effectively with a high degree of autonomy and accountability and attention to detail; self-motivated and can demonstrate initiative. Take responsibility for own actions and is an enthusiastic and motivated team player. Is committed to ethical and best practices.

Professional Approach – possess a Christian attitude to faith and values and openness to Carmelite spirituality. Passionate about the work and mission of The Carmelites and proactively seeks to achieve that vision.

Qualifications and requirements:

- Minimum of three years' experience working in fundraising, direct marketing or a communications role within the not-for-profit sector.
- Experience with database software packages including data extractions.
- Proficiency in Microsoft Office suite.

Desirable

- Tertiary qualifications in marketing, fundraising, relationship management or similar.
- Experience with a fundraising database highly regarded in particular DonMan.

OTHER RELEVANT INFORMATION

The key responsibilities are intended to describe the main points and level of work required. They are not intended to be a complete list of all responsibilities, duties and skills required for the position.

KEY PERFORMANCE INDICATORS

The performance of the Direct Marketing Coordinator will be evaluated through an annual performance review conducted by the Director of Fundraising Development and the Business Manager and assessed against both generic and annual KPI's informed by the Fundraising Strategic Plan.

Key Performance Indicators are negotiated with the Director on an annual basis, informed by the Fundraising Strategic Plan. Year one KPI's have been set and will be given to candidates short listed for this position.

HOW TO APPLY

Applications should be addressed to Nancy Mercurio, Director Fundraising Development and include:

- Comprehensive CV giving details of relevant achievements in recent positions that match the key areas of responsibility as well as education and professional qualifications.
- A covering letter that summarises your interest in the position, and provides evidence of your ability to match the key selection criteria for this position.

Submit application by:

- Emailing fundraising@carmelites.org.au and use subject line 'Direct Marketing Co-ordinator'
- Applications close **Friday 22 February**.

Enquiries:

- For further information please call 03 9690 8822.