

# Position Description

Position title:	Fundraising Campaign and Supporter Experience Specialist
Team:	Fundraising
Reports to:	Supporter Development Manager
Job type:	Full time, ongoing
Date:	August 2020

---

## About the Alannah & Madeline Foundation

The Alannah & Madeline Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania, on 28 April 1996. In memory of his daughters, Walter Mikac and a small group of volunteers set up the Foundation with the belief that all children should have a safe and happy childhood without being subjected to violence. The then Prime Minister launched the Foundation on 30 April 1997.

The Foundation:

- identifies issues that adversely affect the wellbeing of children; we work to help them recover and protect them from bullying and violence
- works across the spectrum of prevention and care to deliver state-of-the-art, evidence-based programs and products
- works with the best minds to identify and reduce significant threats to children's safety through innovation and partnerships
- speaks out on the need for systemic change to build a supportive and safe society.

We are committed to child safety and our Child Safe Policy outlines our safe practices for children.

The Foundation's values are caring, friendliness, respect, responsibility, valuing difference and including others.

## Position in Context

Reporting to the Supporter Development Manager, the Fundraising Campaign and Supporter Experience Specialist is a key member of the Fundraising team.

This is a new role to enhance the team's existing expertise and capacity across the functions of campaign delivery and supporter care. The team includes a Database Specialist, Supporter Care Officer and Fundraising Administrator.

# Position Description cont.

## Freedom to Act

- The Fundraising Campaign and Supporter Experience Specialist works according to the policies and procedures of the Alannah & Madeline Foundation.

## Major Job Responsibilities

- Oversee and implement end to end cash and regular giving campaigns across multiple channels such as direct mail, telemarketing and digital media.
- Deliver exceptional supporter experiences, including responding to inbound enquiries and concerns.
- Develop and implement initiatives designed to grow the supporter base for both the Alannah & Madeline Foundation and Dolly's Dream.
- Liaise with campaign-related suppliers such as telemarketing partners, fundraising agencies and mail-houses.
- Assist with PIR work including extraction and analysis of campaign-related data.
- Work closely with the Programs and Marketing & Communication teams to develop and deliver engaging content for supporter communications.
- Develop and deliver supporter care tools such as the Foundation's supporter newsletter.
- Contribute positively to the Foundation's culture through developing and maintaining collaborative relationships with colleagues.
- Other tasks as directed by the Supporter Development Manager, Head of Fundraising, CEO and Senior Leadership Team.

## Knowledge, Experience & Requirements

- At least 5 years' experience in developing and delivering multi-channel campaigns, preferably within a not-for-profit or fundraising agency.
- Tertiary qualifications in Business, Marketing or similar field (desirable).
- Experience in a similar fundraising (direct marketing/regular giving) role in a not-for-profit environment (highly desirable).
- Demonstrated ability and passion for supporter (customer) care.
- Experience in implementing digital campaigns, including driving fundraising results through SEO and SEM (desirable).
- Understanding of fundraising best practice and legislation, including privacy laws, a working knowledge of the FIA code of conduct and fundraising principles (desirable).
- Extensive experience in project management (preferably campaign-related).
- Experience with reporting and analysing data to inform and improve business/program decisions.
- Strong written and verbal communication skills.
- Strong problem-solving skills, including a high level of accuracy and attention to detail.
- Demonstrated ability to work autonomously and as part of a small team and to seek direction when required.
- Previous experience with a CRM, ideally Raisers Edge (desirable).
- Working with Children Check and Police Check.