



Direct Marketing & Digital Executive POSITION PROFILE

PART A: POSITION DESCRIPTION

Position Title:	Direct Marketing and Digital Executive	Location:	National Office
Group:	Aspect Fundraising	Reports to:	Direct Marketing and Digital Manager

Organisation Purpose

A different brilliant[®] - Understanding, engaging and celebrating the strengths, interests and aspirations of people on the autism spectrum.

Vision	Mission	Values
The best opportunities for people on the autism spectrum	We work with people of all ages on the autism spectrum, delivering evidence-informed solutions that are person-centred, family-focused & customer-driven	We are passionate about people, about being positive and about what's possible

Team Purpose

To implement Autism Spectrum Australia (Aspect)'s fundraising strategies by fostering trust and confidence with a growing community of supporters and stakeholders. Champion consistent use of the fundraising value proposition: *Creating a world where no-one on the autism spectrum is left behind.*

Position Purpose

Responsible for end to end project management of Direct Marketing and Digital campaigns and initiatives taking a data-led, collaborative and creative

approach. To inspire new and existing individual giving supporters to make financial gifts and generate quality Gift in Will and major gift leads through the execution of high quality multi-channelled campaigns to raise increasing levels of net income which power autism specific programs.

Outcomes

Key Result Area:	Requirements & Expectations	Success Indicators
Operational	<ul style="list-style-type: none"> Support the Direct Marketing & Digital Manager with the implementation of the unit business plan and supporter focussed strategy. Project manage day to day execution of the Direct Marketing and Digital program for warm activities across all channels. Manage Aspect's regular giving program which includes acquiring new and retaining existing supporters and developing campaigns to engage, reactivate and upgrade supporters. Assist Direct Marketing & Digital Manager with strategic development, project management of suppliers and execution of acquisition activities. Assist with the development and maintenance of an effective supporter care strategy to retain, cultivate and upgrade Aspect's supporter base. Create high quality content and stories across all direct marketing communications material. Proactively contribute to communication sharing within the wider fundraising team. 	<ul style="list-style-type: none"> Direct Marketing and Digital KPIs achieved Campaigns and activities are delivered on time, to a high standard and within budget Effective strategic brief developed for all campaigns Gift in Will and Major Gift leads uncovered through direct marketing Effective project management demonstrated Demonstrated evidence of strong supporter relationships Evidence of supporter acknowledgement in a timely manner to meet the standards set out in Aspect's Donor Charter Direct Marketing material is on brand and of a high quality
Relationships Management and Stakeholder Engagement	<ul style="list-style-type: none"> Maintain strong relationships with suppliers including agencies and consultants, designers and copywriters, printers and mail houses. Build strong relationships with all members of the Fundraising and Communications team, key internal stakeholders, staff and families. Proactively collaborate with other members of the Fundraising team to organise supporter recognition events and engagement activities. 	<ul style="list-style-type: none"> Evidence of strong, professional and effective working relationships with key internal and external stakeholders, including the wider Fundraising team Positive feedback from Aspect staff and families Demonstrated success of cross department initiatives in collaboration with the wider Fundraising team

Database and Insights	<ul style="list-style-type: none"> Collaborate with Insights team to monitor, report and analyse Direct Marketing activities and campaigns to ensure expenditure and income targets are met and to identify trends and opportunities for continuous improvement. Assist Direct Marketing and Digital Manager with data analysis programs to deliver supporter patterns, trends and insights. Work with the Insights team to ensure timely processing and accuracy of data and records. 	<ul style="list-style-type: none"> Direct Marketing campaign reports (during campaign and post implementation analysis) are accurate and up-to-date Evidence that Insights are available to effectively monitor, adjust and optimise programs
Safeguarding the people we support	<p>Aspect is committed to providing an environment free from abuse, neglect and exploitation of the people we support.</p> <p>Staff are expected to:</p> <ul style="list-style-type: none"> Follow safeguarding guidelines as outlined in Aspect's Safeguarding the People We Support policy and Code of Conduct. Complete mandatory Code of Conduct training and implement into day to day operations and practice Be vigilant and maintain a heightened sensitivity to recognising signs of abuse, neglect or exploitation and escalate/report those signs/concerns Escalate/report other staff practices which deviate from policy/procedure 	<ul style="list-style-type: none"> Demonstrated evidence that Aspect's values and Code of Conduct are understood and practised in all aspects of work Completion of Code of Conduct on-line training
Work Health and Safety	<p>It is a requirement for all staff to:</p> <ul style="list-style-type: none"> Take reasonable care for their own health and safety Comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with legislative requirements Report unsafe conditions or practices and make suggestions to their manager on improving work, health & safety at Aspect. Exercise duty of care in the health, safety and welfare of students and participants and ensure they are treated with dignity and respect Participate in the staff consultation process about work health & safety matters 	<ul style="list-style-type: none"> Work, Health & Safety matters are included as part of regular meetings Identified hazards, issues or risks are evaluated and appropriate management controls are adhered to

PART B: POSITION CRITERIA

Capabilities	Planning and organisation	Demonstrated project management and time management skills with the ability to implement multiple projects and meet multiple deadlines under pressure.
	Oral and written communication	Proven ability to present and express ideas effectively, clearly and creatively in a variety of styles and mediums.
	Innovative / Creative	Ability to take new marketing concepts to market through different mediums to market, within a rigours strategic testing framework.
	Managing relationships	Exceptional relationship management and negotiation skills with a variety of different stakeholders (internal and external).
	Personal effectiveness	Exceptional interpersonal skills including the ability to work independently and as a member of a team. Strong ability to empathise.
	Analytical	Ability to understand data and trends and opportunities for continuous improvement. Attention to detail.
Knowledge and experience	<ul style="list-style-type: none"> • Proven project management experience with a demonstrated track record of managing fundraising activities, direct marketing or similar • Excellent time management, ability to multi task and meet competing deadlines • Ability to analyse information with strong attention to detail • Strong relationship management skills and proven effective stakeholder management • Customer focus, empathy and ability to build relationships • Excellent written and verbal communication skills • Advanced computer skills with good working knowledge and understanding of word, excel and outlook • A proactive attitude and ability to work both autonomously and collaboratively as part of a team 	
Qualifications	<ul style="list-style-type: none"> • Relevant tertiary qualifications in marketing, communications and/or 2-3 + years' experience in a fundraising, direct marketing, communications or project management role in a not-for-profit environment 	
Job requirements (essential)	<ul style="list-style-type: none"> • Ability to assist with some out of hours fundraising activities and events • National Police Check (NPC) appropriately cleared • Working with Children Check or equivalent state clearance • Empathy for people with a disability and their families/carers 	
Job requirements (desirable)	<ul style="list-style-type: none"> • Understanding of relevant legislation and regulations • Knowledge of Raiser's Edge or similar CRM database 	

PART C: APPROVED BY

Position Approved by: Olivia Shah (Date) July 2021 _____