

	Position Title: Fundraising / Marketing Coordinator - Lead Generation		Team: Strategic Engagement, Fundraising		Region: Central
	Supervisors: Snr Manager, Fundraising	Delegations and Authorities: In Line with Delegations Policy		Band: A	Date Completed: 5th November 2018

ORGANISATIONAL INFORMATION

OUR VISION AND FOCUS	ROLE CONTEXT
<p>All children should have a good childhood, growing up feeling safe, nurtured and with hope for the future.</p> <p>Berry Street chooses to work with children, young people and families with the most challenging and complex needs. We work across metropolitan, regional and rural Victoria.</p> <p>To achieve our Vision, Berry Street delivers a wide variety of programs, from those aimed at strengthening families and communities through to those that focus on helping people recover from the trauma of violence, abuse and neglect.</p> <p>We also engage government, other community organisations and the general public in child-focussed advocacy and knowledge sharing.</p>	<p>The Fundraising / Marketing Coordinator - Lead Generation is an integral part of the Regular Giving Acquisition program that is supported by both our in-house Face to Face Fundraising team, external suppliers and broader Development Team. This role, together with the Fundraising Coordinator - Acquisition is responsible for acquiring new financial supporters for Berry Street, through regular giving and single gift acquisition campaigns.</p> <p>This role drives the mass market supporter acquisition across a range of consumer channels, with the objective of optimising marketing return on investment. This will include development and oversight of multiple campaigns across channels including telemarketing, face to face (internal and external), direct mail and digital, with the focus being on lead generation.</p> <p>Critical for success will be a highly collaborative approach, an aptitude for numbers, strong personal drive, tight management of fundraising metrics and strong project management and supplier relationship management skills, as well as very strong database management and processing of all RG new and existing donor gifts in Raisers Edge.</p>
OUR VALUES	PRIMARY OBJECTIVES OF THE ROLE
<p>Berry Street expects all staff to apply these Values in all aspects of their work.</p> <p>Courage: To be the best we can be and to never give up</p> <p>Integrity: Expect a personal and organisation commitment to honesty</p> <p>Respect: Acknowledge the importance of each person's heritage, traditions, identity, needs and aspirations</p> <p>Accountability: Be responsible for our own actions</p> <p>Working Together: Work with our clients, each other and our colleagues to share knowledge, ideas, resources and skills.</p>	<p>The primary objectives of the role are to:</p> <ul style="list-style-type: none"> • Grow the number of individual single gift donors and regular givers via lead generation programs across mass market channels including using community fundraising program to generate leads. • Support and achieve targets relating to number of new donors, average gift per donor and new donor onboarding • Manage an income and expenditure budget for lead generation, particularly around regular giving • Responsible for the end to end management of data management and processing into Raisers Edge including segmentation and analysis to drive marketing decisions and program • Investigate, develop and oversee the testing and implementation of new lead generation campaigns and channels • Develop and deliver all marketing communications campaigns to meet individual targets and organisational goals, in conjunction with the Snr Manager, Fundraising • Manage supplier relationships associated with delivery of fundraising programs

	REPORTING RELATIONSHIPS <p>This role is based at our Central Office located in Richmond, Victoria. This role reports to the Senior Manager, Fundraising, who will provide supervision and review. The Fundraising Coordinator liaise closely with the Marketing, Communications team, Supporter Care Manager and the Fundraising Coordinator - Acquisition in managing operational program requirements and supporting the Fundraising team.</p>
KEY SELECTION CRITERIA	
<ul style="list-style-type: none"> • Highly developed direct response and project management skills • Capacity to provide strategic and operational support to the team • Excellent understanding of Regular Giving database management and input fields • Excellent stakeholder management skills and capacity to liaise with internal and external stakeholders • Ability to take initiative and work independently, as well as within a team • Excellent written and oral communication skills (including public speaking, presentations and facilitation skills). Highly developed interpersonal and communication skills, both written and verbal, including strong numeracy skills with capacity to manage budgets • Highly organised with demonstrated ability to meet tight deadlines and work independently to manage competing projects • Self-motivated with a strong attention to detail • Results orientated with a solutions-driven attitude 	
QUALIFICATIONS AND OTHER REQUIREMENTS	DESIRABLE
<ul style="list-style-type: none"> • Minimum 2 years' experience relevant to role • Staff must hold a valid WWCC, current drivers licence at all times and undergo a Criminal Records Check prior to employment. Subsequently, staff must report any criminal charges or court appearances. 	<ul style="list-style-type: none"> • Experience in an in-house direct marketing or agency fundraising team highly desirable • Raisers Edge (or Equivalent CRM system) • Relevant qualifications advantageous • Knowledge of not-for-profit sector

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

ACCOUNTABILITY	SPECIFIC RESPONSIBILITIES
Direct Marketing / Supporter Acquisition	<ul style="list-style-type: none"> Develop lead-generation capabilities in conjunction with Senior Manager, Marketing and Communication, leveraging sector best practice, supporter insights and creativity
Donor Retention	<ul style="list-style-type: none"> Drive optimization of the supporter journey for new donors to deliver a more engaging experience and increased lifetime value Input into the development of communication pieces for regular giving donors, in consultation with the Loyalty and Retention Manager Ensure new supporters experience a consistent brand experience at each touchpoint
Project / Process Management	<ul style="list-style-type: none"> Manage key suppliers relating to the development and implementation of campaigns and activities Develop appropriate training regimes as required for suppliers and external teams (ie telemarketing/face to face), including delivery of ongoing training to ensure teams are equipped to recruit new donors. Management and oversight of donor complaints/feedback regarding acquisition and regular giving campaigns, including briefing the Snr Manager Fundraising, and fundraising staff as needed. Conduct ongoing analysis of campaigns, identifying areas for improvement and providing end of campaign reports Regularly scan the market to understand best practices in consumer marketing and fundraising
Relationships	<ul style="list-style-type: none"> Build collaborative working relationships with staff across the organisation Build and maintain strong working relationships with suppliers, including consultants and external teams providing services
Financial	<ul style="list-style-type: none"> Support and manage annual donor lead generation numbers and income targets Maintain an accurate income model for regular giving and total acquisition across all channels, updating key inputs as required Optimise regular giving lead generation channels to improve ROI, with a focus on increasing average gift and long-term loyalty
Supplier Management	<ul style="list-style-type: none"> Manage relationships with external fundraising suppliers Document and manage supplier contract details

CONDITIONS OF EMPLOYMENT

1. This position may be required to work additional hours as necessary, and extra hours worked will be accrued as Time-in-Lieu according to the *Berry Street Victoria 2014-2017 Agreement*.
2. You will initially be employed at our Central Office. You may be required to work from other Berry Street sites (on a temporary or permanent basis) as directed from time to time.
3. Terms and conditions of employment are in accordance with the *Berry Street Victoria 2014-2017 Agreement*, which includes above Award payments and eligibility for remuneration packaging. Salary packaging up to \$15,900 is available to Berry Street employees who meet the eligibility criteria outlined in our Salary Packaging Policy.
4. The remuneration range for this position will be from \$72,000 to \$76,000 under the *Berry Street Victoria 2014-2017 Agreement*. The value of the salary can be increased through salary packaging.
5. Agency vehicles are available for authorised use and these should be used at all times for work-related purposes, in accordance with the Berry Street Motor Vehicle Policy. However, if you are authorised to use your own vehicle for work-related purposes, you will be paid an allowance per kilometre, which includes provision for comprehensive insurance and other running costs. Berry Street is unable to insure private vehicles owned by staff and will not accept any liability for damage to any staff vehicles incurred while being used for work-related purposes.
6. Superannuation will be paid according to Superannuation Guarantee into a compliant fund of your choice or into HESTA Superannuation Fund.
7. The successful applicant will be required to undergo satisfactory pre-employment checks, including 2 professional referees, a pre-employment health declaration, a criminal records check and proof of identity and qualifications.
8. The successful applicant will initially be employed for a probationary period of 3 months. During this period, either party can terminate employment with one week's notice. A probationary review before 3 months will be undertaken.
9. Under Victorian WorkCover legislation, it is the applicant's duty to advise Berry Street of any pre-existing medical condition, which could be aggravated by the type of employment for which they are applying. The existence of a medical condition will not preclude you from employment, unless you are unable to perform the inherent requirements of the position. However, failure to disclose any relevant injury or disease will jeopardise any entitlement you may otherwise have for a work-related aggravation of that non-disclosed pre-existing condition.
10. Berry Street has a smoke-free workplace policy.

INHERENT REQUIREMENTS OF WORK ACTIVITIES / ENVIRONMENT

Following is a table that outlines the main physical and psychological requirements of the position.

Element	Key Activity	Frequency
Work Environment	Manage demanding and changing workloads and competing priorities.	Daily
	Work in a team environment.	Daily
	Work in different geographic locations.	Regular
	Be exposed to all outdoor weather conditions.	Regular
	Work in unstructured environments (e.g. outreach).	Regular
	Work office hours with the possibility of extended hours.	Regular
	Work on-call after hours.	Regular
	Work in an open plan office.	Daily
	Work in buildings which may be two-storey.	Regular
	Sit at a computer or in meetings for extended periods.	Daily
	Work in an environment with competing demands.	Daily
	Present at court and other jurisdictions.	Occasional
People Contact	Liaise with government, non-government and community organisations.	Daily
	Work with clients who may have a physical or sensory disability.	Regular
	Interact with members of the public who may display the full range of emotional expressions, including parents, partners, significant others, family members, advocates, doctors, police.	Regular
	Interact with clients and members of the public who could display verbal or physically challenging behaviour.	Regular
	Facilitate access to specialist, generic and community services.	Daily
	Undertake training and professional development activities.	Regular
Administrative Tasks	Undertake administrative tasks which may include the following: computer work, filing, writing reports, case notes/plans and client records, participating in meetings, concentrating for long periods of time, managing resources and budget and researching and analysing information and data.	Daily
	Use technology including photocopier, telephones including mobiles, fax, overhead projectors, televisions, videos, and electronic whiteboards.	Daily