



POSITION DESCRIPTION

Position: Individual Giving Officer (FCD.46)
Reports To: Individual Giving Lead
Classification: Band C

CANCER COUNCIL VICTORIA

Every year, more than 35,500 Victorians will be diagnosed with cancer, and nearly 11,000 will die from cancer. The number of cases will increase as our population grows and ages. Survival will also improve as we get better at [early detection](#) and [treatment of cancer](#).

Since our establishment in 1936, [Cancer Council Victoria](#) has developed an international reputation for our innovative work in [cancer research](#), [prevention](#) and [support](#). As an independent, not-for-profit organisation, we play a leading role in reducing the impact of all cancers on all people.

Our people work and volunteer at Cancer Council Victoria to contribute to an organisation that makes a real difference in people's lives and is valued by the community we serve. In return we are proud to foster a culture that supports individuals to reach their full potential, in an environment that reflects our values of **Excellence, Integrity and Compassion**.

DIVISION AND BUSINESS UNIT SUMMARY

The **Fundraising and Communications Division (FCD)** is responsible for creating ways for people to play their part in saving lives and reducing the impact of cancer.

Through a diverse revenue generation program, the Division works to ensure funds are raised to support Cancer Council Victoria to achieve its mission of empowering people, saving lives and preventing cancer.

This is achieved through best-practice high volume fundraising approaches; exceptional relationship management of philanthropic partnerships; delivery of iconic fundraising events; and retail product sales and royalties.

The Division's ways of working enable our teams to move quickly, deliver ongoing value to our supporters and foster a culture of continuous improvement. We connect our cause and values to how we organise ourselves, and our work.

The Individual and Community Giving Unit is accountable for the strategy and implementation of key fundraising activities to drive diversified and sustainable income growth. This dynamic unit takes a continuous improvement approach to innovation and business development, ensuring supporters have a great experience supporting Cancer Council.

The unit is responsible for Cancer Council Victoria's mass market fundraising activities to increase supporter contributions annually and secure long-term income. Working across multiple digital and offline channels and campaigns, the unit comprises direct marketing appeals, regular giving, peer-to-peer, community engagement and retail revenue streams.

POSITION SUMMARY

The Individual Giving Officer position has a strong emphasis to provide the best possible supporter experience for those engaged with Cancer Council Victoria. The role will focus on campaign administration and direct marketing activities through a range of channels including online SMS, email, phone, and mail.

The position is required to assist and support the team to achieve the objectives set for all state-based acquisition, retention, and growth stewardship activities, to build and maintain relationships with supporters.

RESPONSIBILITIES

Campaign Support

- In consultation with the Lead, implement plans that maximise engagement opportunities with supporters and provides the best possible supporter experience
- Assist in proofing campaign materials for fundraising campaigns to help meet agreed deadlines, maintaining version control of campaign files and organising working folders
- Work with the Lead to contribute to ways of working within the team and across the Unit on opportunities to maintain and grow supporters across campaigns and programs
- Review activity performance reports and make recommendations to internal stakeholders for improvements
- Monitor expenditure targets as set by Individual Giving Lead
- Source quotes for all direct marketing activities and request relevant purchase orders relating to all retention and/or campaign activities
- Identify opportunities to minimise manual completion of tasks and then implement approved changes to improve systems, processes, and procedures

Stakeholder Engagement

- Maintain relationships with staff within FCD, and other Cancer Council Divisions and teams, including IT, Finance and Prevention
- Liaise with external stakeholders, including agencies and mail houses
- Participate in Individual Giving team meetings and contribute to the implementation and reporting on actions

Such other duties as directed and consistent with an employee's level of skill, competence and training.

KEY SELECTION CRITERIA

Essential Criteria

Qualifications, Experience, Knowledge and Skills

- Diploma in Marketing or a related field and/or demonstrated industry experience to perform tasks within the specifications

- Experience with project/campaign planning and implementation, including stakeholder engagement
- Demonstrated understanding of direct marketing principles
- Self-reliant and ability to work autonomously as well as part of a team
- Demonstrated ability to accurately update and maintain electronic records, including information repositories and databases
- Demonstrated problem-solving skills and attention to detail
- Strong organisational and time management skills, including the proven ability to meet deadlines
- Basic experience working with marketing automation systems such as Campaign Monitor
- Effective written and oral communication skills
- High-level skills in MS Office, including Word, Excel and databases

Desirable Criteria

- Advanced diploma or relevant training in digital communications and/or digital marketing
- Experience in a community or not-for-profit organisation
- Experience working with automated customer journeys

Special Requirements

- Non-smoker
- Right to work in Australia
- Satisfactory completion of National Police Check
- Working with Children Check
- Willingness to occasionally work outside normal hours, for which time-in-lieu is provided