



POSITION DESCRIPTION

Position: Digital Fundraising Coordinator – Maternity Cover (FCD.161)
Reports To: Digital Fundraising Manager
Classification: Band D (Fixed term 1year contract)

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 Digital Fundraising Coordinator (maternity cover) is responsible for managing digital fundraising campaigns, particularly peer to peer fundraising campaigns and events. Reporting to the Digital Fundraising Manager, this role is responsible for ensuring each campaign is managed effectively, best practice digital fundraising is applied, and fundraising and supporter engagement targets are achieved.

The Coordinator is responsible for actively managing campaigns to ensure live campaign monitoring and analysis is done, and Cancer Council is responding to market conditions to improve acquisition, active fundraisers, amount raised per fundraiser, and other key campaign metrics.

The position collaborates with a team of internal experts in communications, brand, web, and digital to deliver individual campaigns, requiring excellent stakeholder management skills. An important part of the role is innovation and identifying and applying opportunities for testing and growth, along with ways to improve the experience supporters have when raising funds via digital fundraising.

RESPONSIBILITIES

Campaign Planning and Development

- Develop individual campaign strategy, in consultation with Digital Fundraising Manager and Digital Fundraising Lead
- Plan, implement, optimise and evaluate campaigns, ensuring targets are met or exceeded
- Develop dynamic campaign briefs for teams in the Fundraising and Communications Division and external providers, ensuring all elements of the campaign are implemented effectively
- Ensure campaigns are actively monitored using best practice measurements and dashboarding, and income and participation projections are reported in real-time while the campaign is in market
- Identify opportunities to maximise campaign performance through testing, innovation and improvements to UX
- Provide digital fundraising support to campaigns across the Fundraising portfolio
- Actively participate in a culture of learning, innovation and continuous improvements within the team, unit and division

Stakeholder Engagement

- Build and maintain relationships with staff within FCD, as well as other CCV Divisions and teams, including IT, Finance and Prevention
- Liaise with external stakeholders, including agencies, suppliers and fundraising platforms
- Participate in planning meetings and contribute to the implementation and reporting on actions
- Work with internal stakeholders to maximise campaign acquisition and engagement taking an omni-channel approach
- Work with internal stakeholders to identify case studies to support meaningful storytelling and communicate impact
- Manage corporate and/or community-based third parties that are fundraising on behalf of Cancer Council using digital platforms, providing excellent relationship management and digital fundraising coaching

- Identify opportunities to leverage partnerships to drive campaign success, including securing prizes and incentives for supporters and other strategies to increase income and engagement
- Collaborate with counterpart's interstate on national and/or shared campaigns and opportunities

Budgeting Compliance and Evaluation

- Support the manager to ensure campaign expenditure is within budget and complete all reporting requirements accurately and on-time.
- Support the Manager to maintain a digital fundraising benchmark dashboard/project, contributing metrics from campaigns in the portfolio

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

- Relevant qualifications in marketing, communications, fundraising, digital or a related field
- Demonstrated experience successfully executing digital campaigns and marketing plans to achieve targets, such as income and participation
- Demonstrated knowledge of best practice digital campaign delivery, including analysing data and optimising campaigns in market to maximise results
- Experience with digital platforms and/or content management systems, such as Campaign Monitor, Funraisin and Google Analytics
- Knowledge of project planning, report writing, monitoring, evaluation and budgets
- Strong organisation and time management skills, with an ability to work autonomously and the proven ability to meet deadlines
- Demonstrated ability to carry out duties professionally, with tact and diplomacy ensuring privacy and confidentiality requirements are maintained
- Demonstrated problem solving skills and the ability to take initiative
- Excellent written and oral communication skills
- Advanced skills in MS Office, including Word, Excel and PowerPoint
- Ability to learn and adapt quickly to new technologies and opportunities

Desirable Criteria

- Experience working 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
- Valid Working With Children Check
- Ability to work evenings and weekends occasionally required during peak event periods