

## POSITION DESCRIPTION

**Position:** Digital Fundraising Manager (FCD.160)

**Reports To:** Head Individual and Community Giving

**Classification:** Band F

### 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 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 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 Manager leads the innovation and enhancement of online fundraising campaigns. This role has responsibility for the strategy, performance, products and analysis of flagship fundraising campaigns, and for driving a culture of best-practice digital fundraising to achieve targets.

The role is responsible for leading a team and applying strategic thinking and entrepreneurial skills to identify, test and implement new fundraising activities that work at scale and inspire new and existing supporters to take part. The role also contributes to the planning and delivery of national campaigns in collaboration with counterparts across the Cancer Council Federation.

## **RESPONSIBILITIES**

### **Leadership**

- Develop and oversee implementation of the strategy for campaigns in the portfolio, achieving targets and improving supporter experience
- Contribute to strategic planning and financial management to support growth
- Build digital marketing skills and capacity across the organisation
- Effectively lead a team to achieve personal and organisational goals, fostering a high-performance culture with a focus on collaboration and continuous improvement

### **Stakeholder Engagement**

- Work collaboratively across the organisation to deliver campaigns to a high standard that strengthen the brand and build community engagement
- Excellent stakeholder engagement internally and externally required including with national colleagues, digital agencies, and third-party providers
- Ensure supporters are at the centre of all decision-making and campaign activities

### **Innovation and Business Development**

- Regularly scan the industry to benchmark activity, track trends and identify opportunities to grow the portfolio
- Take a holistic view of campaign costs, data insights and ROI – continually reviewing channel performance and resource allocation to improve net revenue from the portfolio
- Develop an overarching strategy to guide the team in identifying opportunities to test new fundraising opportunities, innovate existing campaigns and diversify the portfolio, deliver outstanding supporter experience and profitable fundraising results
- Follow a test and learn approach to new activities with learnings shared and successful tests scaled up

### **Compliance and Evaluation**

- Lead on the design of measures and reports to benchmark campaigns, capture successes and learnings, identify areas for improvement, and track overall increases in revenue and attainment of goals
- Collaborate with other Units to collect, collate, analyse and present campaign data to evaluate and improve processes, ensure best practice UX principles are followed, and campaign propositions, creative, paid media, website UX are all working holistically to maximise results.
- Ensure campaign planning is timely and comprehensive and evaluations inform strategic planning for the next cycle.
- Oversee campaign budgets and reporting, ensuring all financial reporting is accurate, on time, and campaigns are delivered within budget.
- Ensure effective risk management of fundraising campaigns 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 tertiary qualifications with demonstrated experience leading teams in a digital fundraising, marketing, sales or ecommerce role
- Extensive experience developing go to market plans for marketing and/or fundraising campaigns
- Proven ability to make data and insight-driven decisions to drive results and inform strategic decision-making
- Sound communication, budget and project management skills
- Experience managing digital marketing campaigns, including omni-channel paid media and automated customer journeys
- Effective communication and interpersonal skills, including the ability to develop and maintain strategic relationships with key stakeholders
- High attention to detail and good problem-solving skills
- Proven capacity to introduce and embed new ideas and approaches into existing working practices, together with a strong ability to adapt to change
- Results focussed and target driven with a passion for fundraising and achieving growth targets
- Ability to manage multiple projects with conflicting deadlines

### ***Special Requirements***

- Non-smoker
- Right to work in Australia
- Satisfactory completion of National Police Check and Working with Children check
- May require work after hours and/or weekends as required with Time in Lieu