



POSITION DESCRIPTION

Position: Individual Giving Lead (FCD.154)

Reports To: Individual Giving Manager

Classification: Band E

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 the Cancer Council 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 developing and implementing mass market fundraising, event and community engagement strategies to drive diversified and sustainable income growth and increase support for Cancer Council Victoria from the community. 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 of Individual Giving, Community Giving, Digital Fundraising and Retail revenue Units.

POSITION SUMMARY

The Individual Giving Lead plays a vital role in the ongoing growth of the organisation's supporter base through planning and developing best possible supporter journeys for those engaged with Cancer Council Victoria. The position is responsible for overseeing growth campaigns in collaboration with the Individual Giving Team and other internal stakeholders, with the aim of increasing fundraising revenue across mass market giving channels and enhancing relationships with existing supporters.

Reporting to the Individual Giving Manager, the role is responsible for achieving the objectives and targets set for all storytelling appeal campaigns, regular giving activities, acquisition and retention activities and will work closely with internal stakeholders and other State and Territory colleagues to develop strategies with the goal of focusing on income growth.

RESPONSIBILITIES

Leadership

- Manage and coach the Individual Giving Officer, including monitoring progress against priorities, conducting performance reviews and recruitment
- Work collaboratively with the Individual Giving Manager to develop and implement a long-term strategy for growth in Individual Giving
- Allocate resources and supervise activities to ensure best-practice fundraising principles are adhered to
- Contribute to the development of processes that align with FCD's agile ways of working to increase efficiencies and speed to market
- Demonstrate Cancer Council values and support and encourage staff to apply the values to the work that they do
- Participate in national campaign leadership as required, including strategic decision-making groups to improve state and national campaign outcomes
- Foster a high-performance culture with a focus on quality and continuous learning and improvement

Campaign Management and Implementation

- Review, document and deliver campaign results to achieve objectives and budget while looking for opportunities for innovation, growth and increased productivity
- Plan, develop and implement strategic growth plans to provide a true pipeline for Gifts in Wills and Major Gifts conversion
- Take the lead on the development and implementation of mid-level giving campaigns
- In collaboration with internal stakeholders, develop and implement strategies to increase acquisition and upgrade to Regular Giving from existing and new supporters, using a variety of channels including direct mail, email, SMS, telemarketing and online
- Plan and implement integrated campaigns to retain supporters
- In conjunction with internal stakeholders, develop key indicators as to when supporters should be upgraded and continuously test and learn to improve upgrade systems and outcomes
- Be driven by deeply understanding supporters and use market insights, performance reporting and segmentation tools for supporter retention and attrition risk activities
- Work with internal stakeholders to build effective supporter journeys that will increase supporter retention rates and improve supporter experience and satisfaction

Budget Management, Reporting and Evaluation

- Review, document and deliver results for campaigns and programs based on agreed objectives, time frames and budget

- Develop and input into campaign reporting and evaluation, and make recommendations to increase engagement from specific segments of the database
- Identify and troubleshoot any campaign challenges i.e. data, creative, suppliers and document corrective action required ensuring future best practise
- Evaluate retention strategies, plans and processes to inform campaign improvements and innovation
- Oversee budgets, participate in setting targets, monthly financial reporting and forecasting, ensuring the team have ownership of results
- Monitor expenditure allocated to projects, ensuring expenditure is within budget

Stakeholder Engagement

- Build and maintain relationships with staff within Fundraising and Communications, and other Divisions and teams, including IT, Finance and Prevention
- Liaise with external stakeholders to agree upon specifications, costs and expected timeframes
- Ensure data accuracy, Cancer Council branding, and coding logistics are accurate prior to campaign lodgement
- Participate in Individual Giving team meetings and contribute to the implementation and reporting on actions
- Support internal stakeholders in the implementation of growth initiatives

Such other duties as consistent with an employee's level of skills and training.

KEY SELECTION CRITERIA

Essential Criteria

Qualifications, Experience, Knowledge and Skills

- Relevant tertiary qualifications in Fundraising, Marketing, Communications or a related field
- Proven experience working on marketing/sales campaigns, retention and/or loyalty initiatives, appeals, regular giving or related activities
- Demonstrated understanding of marketing principles, segmentation tools, CRM, customer journeys and their implementation
- Demonstrated experience supporting and coaching people to achieve strategic priorities
- Demonstrated attention to detail and ability to identify and quickly resolve complex problems
- Proven organisational and time management skills, including the ability to work autonomously and meet deadlines
- Strong ability to listen actively, influence and negotiate for mutually beneficial outcomes
- Effective communication and interpersonal skills, including the ability to develop and maintain working relationships with internal and external stakeholders
- High-level skills in using Office 365, Microsoft Teams (or equivalent) and Microsoft SharePoint
- Excellent project management skills including project planning, implementation, optimisation and evaluation.

Desirable Criteria

- Experience in a community or not-for-profit organisation
- Experience in digital communications and/or digital marketing
- Proficient in the use of PowerBI and Salesforce

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