



POSITION DESCRIPTION

Position: Individual Giving Manager (FCD.07)
Reports To: Head of 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 fundraising and ensuring supporters have a great experience supporting Cancer Council.

The unit is responsible for Cancer Council Victoria's mass market fundraising activities including direct marketing appeals, regular giving, peer-to-peer, community engagement and retail revenue streams.

POSITION SUMMARY

Reporting to the Head of Individual and Community Giving, the Individual Giving Manager plays a leadership role in the development, implementation, tracking and refining of the Individual Giving strategy. The role leads a team responsible for appeals, regular giving, mid-value and retention programs within the Individual Giving portfolio.

The priority for this team is to acquire new supporters, grow income gross and net, and increase sustainable income streams across all channels. Developing and managing integrated fundraising campaigns across multiple segments and channels, using data driven insights to drive retention and growth, efficiencies and continuous improvement. The Individual Giving Manager leads the strategy development, planning, implementation, evaluation and financial performance of these programs.

This role also provides fundraising direct marketing and communication support to other campaigns and divisions as required.

RESPONSIBILITIES

Leadership

- Lead the development and oversee the implementation of the Individual Giving strategy to achieve growth through acquisition, retention and re-activation of supporters
- Contribute to FCD strategic planning, leadership and financial management
- Lead and manage staff including monitoring progress against priorities, conducting performance reviews and recruitment
- Coach, inspire and empower a high performing team
- Demonstrate the Cancer Council values and support and encourage staff to apply these values to the work that they do
- Manage portfolio budgets and develop trackable forecasting models for the portfolio overall, and individual campaigns
- Support change management including adopting a new CRM and harnessing its opportunities
- Foster a high-performance culture that celebrates success and continuous improvement

Campaign Management and Improvement

- Plan, document and deliver campaigns that deliver against objectives, budget, and opportunities for growth
- Continuously review campaign and portfolio data to draw insights to improve growth strategies and refine data selection and audience segmentation
- Oversee project management of campaigns across the campaign lifecycle, ensuring on-time and high quality delivery including data accuracy, branding and case study guidelines, and coding logistics
- Provide regular reports including campaign reports, monthly financial variation reports, reforecasting, and Board reporting as required
- Participate in national campaign leadership groups as required to improve state and national campaign outcomes and efficiencies.
- In collaboration with colleagues, evaluate and continuously improve supporter journeys and application of decision-science to maximise acquisition, retention and income growth
Work with colleagues to develop joint strategies to support the major donor and bequest pipelines

Stakeholder Engagement

- Work collaboratively within FCD, across the organisation and the Federation to improve the supporter experience and strengthen community engagement with Cancer Council.

- Effectively manage internal and external stakeholders including agency partners and build and maintain relationships with counterparts across the Federation.

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 qualification in Marketing or a related field and/or substantial experience in fundraising direct marketing, regular giving, and strategic planning
- Significant experience working with relational databases as a front-end user including basic extraction and manipulation
- Demonstrated experience using the data and metrics to make decisions, track portfolio performance, optimise, and report against objectives
- Demonstrated ability to resolve complex issues and to show initiative
- Effective communication and interpersonal skills, including the ability to develop and maintain strategic relationships with internal and external stakeholders Demonstrated experience in empowering staff and leading teams to foster collaborative relationships while delivering operational priorities
- Proven capacity to introduce and embed new ideas and approaches into existing working practices, with a strong ability to adapt to change
- Results focussed with the ability to manage a portfolio of programs, focus on the big picture and deliver against the strategy
- Strong organisational and time management skills.
- Highly motivated with an ability to work autonomously

Special Requirements

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