

Direct Marketing Coordinator, Donor Care & Regular Giving

Position Description

Directorate:	Commercial Enterprise, Fundraising and Communications
Reports to:	Direct Marketing Manager
Direct reports:	NIL
Location:	State Support Office in Lewisham
Primary position objective:	<ul style="list-style-type: none"> • Be the first point of contact for our supporters and provide excellent donor care service. • Coordinate the successful delivery of the Regular Giving program to build and uplift donor engagement/support and reduce attrition.

The St Vincent de Paul Society is an Equal Employment Opportunity Employer

Directorate overview

This position is in the Commercial Enterprise, Fundraising and Communications Directorate. The teams within the directorate and their functions are:

Fundraising: this team is responsible for state-wide corporate partnerships, community fundraising and events; major gifts and philanthropy; gifts in wills and estates; direct marketing and appeals; and fundraising development.

Communications and Marketing: this team is responsible for state-wide brand and creative services; external communications; issue management; marketing; digital communications and digital fundraising.

Retail and Logistics: this team is responsible for state-wide retail service delivery; logistics and supply chain network; and retail projects.

Commercial Enterprises: this team is responsible for state-wide recycling and sustainability initiatives; Container Deposit Scheme (CDS); and new commercial enterprises.

Accountabilities and responsibilities

The Direct Marketing Coordinator, Donor Care and Regular Giving will:

- Contribute to the successful implementation of the Strategic Plan within their team
- Contribute to a safe working environment for members, staff and volunteers by adhering to the Society's workplace health and safety practices.
- Support the Direct Marketing Manager and other members of the Commercial Enterprise, Fundraising and Communications team with any other task, in the nature of the position.

Donor Care

- Be the first point of contact for supporters and potential supporters who contact us by telephone, letter or email and deliver exemplary donor care.
- Proactively develop and provide a high level of supporter satisfaction and service.
- Support the payments and processing team members across a variety of channels.
- Address supporter needs proactively and action appropriately.
- Provide front line donor care and facilitate the timely and accurate processing of donations.
- Promptly answer incoming telephone calls and transcribe and follow up the calls.
- Answer various forms of correspondence from donors.
- Develop the personalisation of donor communications wherever possible across all channels.
- Check all and fulfil processes around welcome packs and thank you letters across single gifts and regular giving.
- Respond to and handle donor and general enquiries, requests and feedback.
- Proactively seek ways to improve or enhance donor care processes and procedures.
- Be responsible for the merging of duplicate records in the database.
- Inform donors of any change in their regular giving status and payment details via mail and outbound calling, encourage donors to update payment details to maximise retention.
- Update credit card and direct debit changes for regular donors.
- Assist to deploy appeal eDMs, source case studies for Appeals if required

Regular Giving

- Coordinate the successful delivery of the Regular Giving program to achieve budget targets, revenue growth and generate funds in support of the Society's key fundraising objectives.
- Develop and execute activities to increase Regular Giving conversion, acquisition and upgrades such as (but not limited to) telemarketing and lead generation.
- Develop an innovative Regular Giving donor journey and strategies to maintain and improve donor engagement and reduce attrition rates.
- Execute relevant Regular Giving mailings including but not limited to the annual receipt mailing and thank you mailing.
- Liaise with external suppliers such printers and mail house to achieve high quality, timely campaign outcomes.

Critical Key Performance Indicators (KPIs)

- Contribute to the income attainment each year of 8-12% from donations and philanthropy.
- Deliver Regular Giving outcomes that meet and/or exceed budget requirements.
- Meet and/or exceed Regular Giving timeframes for fundraising activities.
- Meet and/or exceed donor care satisfaction levels and increase donor engagement.

Key Working Relationships

In addition to the Direct Marketing Manager and their direct reports, the Direct Marketing Coordinator, Donor Care & Regular Giving will foster close working relationships with:

- Regional Directors, Membership, Volunteers and Regional Operations (Membership, Volunteers and Regional Operations)
- Director, Communications and Marketing (Commercial Enterprise, Fundraising and Communications);
- Corporate Partnerships Manager (Commercial Enterprise, Fundraising and Communications);
- Community Fundraising and Events Manager (Commercial Enterprise, Fundraising and Communications);
- Major Gifts and Philanthropy Manager (Commercial Enterprise, Fundraising and Communications);
- Fundraising Development Manager (Commercial Enterprise, Fundraising and Communications);
- Finance, Commercial Enterprise and Fundraising Manager (Commercial Enterprise, Fundraising and Communications);
- CRM Platform Manager (Corporate Services);
- Manager, Data and Reporting (Corporate Services).

Essential criteria

Critical capabilities

There are nine capabilities expected of all leaders across the Society:

- **'People we serve' centric:** (Level 1) Deliver, or support the delivery of, high-quality services that provide a hand up for the people we serve.
- **Values based leadership:** (Level 1) Develop an understanding and respect for and be aligned to the Society's mission, vision, values and lay Catholic heritage.
- **Impact focus:** (Level 1) Contribute to the delivery of positive impact through informed decision making and efficient and effective use of resources.
- **Collaboration:** (Level 1) Work collaboratively with others to solve challenges, foster the Society's mission and implement the Strategic Plan.
- **Change leadership:** (Level 1) Support the implementation of change.
- **Team performance:** (Level 1) Develop own performance and contribute to team performance.
- **Digital engagement:** (Level 1) Effectively participate in virtual, dispersed teams using digital tools.
- **Innovation and improvement:** (Level 1) Contribute to generating new ideas that will improve services and ways of working.
- **Financial acumen:** (Level 1) Use the Society's resources responsibly.

Role-specific criteria

- An appropriate tertiary degree qualification, preferably in a related discipline eg business, marketing.
- Excellent interpersonal skills and relationship management skills, with a proven ability to collaborate effectively with internal and external stakeholders including donors, colleagues, senior management, suppliers and other key stakeholders.
- Demonstrated capacity for strategic thinking and forward planning.
- Ability to be self-motivated, work autonomously and be a strong team player.
- Effective time management with well-developed organisational ability.
- Excellent written communication skills and computer literacy.
- Understanding of marketing and fundraising preferable. Direct Marketing knowledge would be advantageous.
- Proficiency in MS Office software and experience using databases.

Desirable criteria

- Experience working in a membership-based organisation to support and empower members and volunteers.
- NSW driver licence.