

## Senior Coordinator – Direct Marketing

### Position Description

<b>Position Title:</b>	Senior Coordinator – Direct Marketing
<b>Responsible Council:</b>	NSW State Council
<b>Reports To:</b>	Direct Marketing Manager
<b>Indirect Reports:</b>	Supporter Care Officer
<b>Close working relationship to:</b>	Major Gifts Manager Events and Community Fundraising Manager Communications and Media Manager Bequests Officer Marketing & Communications Coordinator Community Fundraising Officer
<b>Base Location:</b>	Lewisham, NSW
<b>Primary position objectives:</b>	To support the Direct Marketing Manager by coordinating St Vincent de Paul Society's direct marketing campaigns across fundraising (State and Parish). This position works within the Fundraising team with key responsibilities for growing income and donor base through appeals, retention, acquisition and regular giving strategies.

## St Vincent de Paul Society

The St Vincent de Paul Society is a member and volunteer based organisation that has been assisting people experiencing disadvantage in NSW for more than 130 years.

The Society was founded by a 20 year old man named Frederic Ozanam in 1833, who with a group of friends, wanted to make a difference to the poverty and disadvantage that he saw around him in post-Revolution France. Leading by example and with boundless energy, Frederic started what is now a world-wide movement in just 20 short years. The St Vincent de Paul Society NSW has around 16,000 members and volunteers and 1480 staff. Our local member networks, referred to as Conferences, are present in over 420 communities across NSW.

Our members and volunteers provide assistance to people experiencing disadvantage including food parcels and vouchers, financial assistance, assistance with energy bills and other debt, budget counselling and the provision of other material items such as furniture, clothing and bedding and any other household items. Importantly, our members also provide vital emotional support and referral services as needed.

The St Vincent de Paul Society is a leading provider of community support services and has close to 100 Special Works across the State in the areas of homelessness, mental health, disability, financial counselling, supported accommodation, food provision, refugees and migrants and addiction counselling.

Our work is funded by all levels of government, the generous support we receive from the community and our 250 Retail Centres across NSW.

## Departmental Overview

The role of Direct Marketing Coordinator, while recently restructured sits within a well-established fundraising program and reports to the Direct Marketing Manager.

The Fundraising & Communications (F&C) Department encompasses a range of professional services including fundraising, major gifts, bequests, events, corporate partnerships, communications and marketing and is dedicated to raising the profile, awareness, funds and support for the 'good works' of the St Vincent de Paul Society.

Within the F&C department, the Direct Marketing Coordinator helps to generate significant funds and awareness for the organisation by developing and implementing direct marketing campaigns to promote fundraising appeals, bequests and events.

## Duties and Responsibilities

Support Direct Marketing Manager in the development and implementation of regular giving, acquisition and retention strategies to drive fundraising revenues and grow supporter base. Activities include direct mail, digital, telemarketing and new channels.

- Prepare end-to-end campaign plans, timelines, measurement and analysis to meet fundraising and communications objectives.
- Coordinate campaign support elements for Direct Marketing campaigns including TV, radio, online, outdoor advertising and PR to drive appeals revenue.
- Provide advice and support for Parish appeal fundraising elements at key times.
- Close liaison with Communications and Marketing team to coordinate digital fundraising strategies to promote fundraising appeals across web, email, social, mobile, and video to promote integrated fundraising campaigns.
- Coordinate data collection and drive donation conversion from prospects generated from Vinnies Shops and Central Councils.
- Support the Major Gifts and Bequests teams in direct mail responsive campaigns.
- Coordinate a fortnightly working group to achieve integration across the NSW Direct Marketing campaigns and communications team. Support Direct Marketing Manager in development of Supporter Surveys, Assist a Student and State response to disasters and subsequent appeal roll out as required.
- Act as point of contact and work with Direct Marketing Manager to manage national and state agencies including contracting, briefing, budget and timelines to meet fundraising and marketing objectives.
- Liaise with external suppliers to ensure that the design of fundraising and marketing collateral is in line with Society's style guide.
- Assist with other fundraising, bequest and events activities as required.
- Work with the Direct Marketing Manager to define, document and implement fundraising processes and procedures.
- Implement and enhance the supporter journey of individual supporters.
- Contribute to the strategic development of the retention, acquisition and regular giving programs.
- Coordination of approved budgets.
- Management of volunteers and temporary staff as required.

## Problem Solving

- Contribute towards the implementation of multiple projects, including data segmentation, setting deadlines, campaign analysis and ensuring program accountability.
- Think strategically, creating competitive and breakthrough strategies and plans across the organisation.
- Experiment and use testing to find solutions and best outcomes to meet set targets.
- Evaluate and prioritise all campaign activities based on ROI; SVDP strategic direction and/or overall communications activities.
- Contribute towards making strategic decisions based on analysis, wisdom, experience and judgment.
- Undertake day-to-day decision making in consultation with the Direct Marketing Manager.

## Essential Criteria

- Tertiary qualification in communications, marketing or business.
- Minimum 2 years' experience coordinating a fundraising or direct marketing program in a busy NFP or mail house.
- Advanced skills in project management.
- Proven ability in fundraising/marketing campaign creation, execution and post campaign analysis.
- Demonstrated initiative and results in fundraising, marketing and promotions.
- Knowledge of fundraising principles and legislation.
- Extremely organised with a high level attention to detail.
- Excellent communications, presentation, mediation and negotiation skills.
- Excellent written and verbal communications skills and proof reading skills.
- A positive attitude and ability to work autonomously or as part of a team.
- Flexibility to meet a range of job demands and deadlines.
- Willingness to train as desired.
- Ability to work within the ethos of the St Vincent de Paul Society (a lay Catholic charitable organisation).

## Desired Skills

- Understanding of the not for profit and social sector.
- Excellent working knowledge of Microsoft Office, fundraising CRM databases.
- Experience in program management, including broad financial responsibility and measuring results of strategic plans and programs.

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