# Position Description

**Donor Acquisition Officer – DRTV & Digital**

**Vision Australia, supporting people who are blind or have low vision to live the life they choose.**

## Purpose of Position

## The Donor Acquisition Officer – DRTV & Digital plays a key role in the acquisition of new regular giving and single giving donors across both the Vision Australia and Seeing Eye Dogs brands.

## This includes leading the planning, development and delivery of new and existing campaigns including DRTV and Paid Media campaigns.

## The role will involve developing fundamental annual and long-term Key Performance Indicators (KPIs), such as Return on Investment and Breakeven metrics, in collaboration with the Head of Individual Giving

## Reporting to the Head of Individual Giving, the role is expected to be able to pivot between digital channels, using sector insights and in-house data and analytics to develop and execute campaigns to ensure optimal results and maximum return on investment.

## Context

Vision Australia’s Fundraising Division has an annual income aspiration of approximately $46 million, represented by a broad range of programs of support including Direct Mail Appeals, Major Gifts, Bequests, Philanthropic Grants Corporate, Community and Events.

Through an integrated effort, our donors and supporters are at the centre of our decision making, with every effort channelled to optimise and acknowledge them for their giving.

The Individual Giving program collectively generate $16 million in gross revenue per annum ($10m in regular giving, $4 million in appeals, and $2m in lottery sales) across both Vision Australia and Vision Australia Seeing Eye Dog brands, with the latter’s puppy sponsorship pledge program the largest of these income streams.

## Principal Responsibilities

* Work with the Head of Individual Giving to develop targets and plans for regular and single giving donor acquisition campaigns across multiple campaigns including DRTV and Paid Media Campaigns.
* Manage the DRTV campaign, including overseeing several key suppliers across strategy, creative development, media buying, inbound call handling, SEM, Paid Social, and SEO strategies.
* Develop and optimise online donation forms for peak performance and to best support acquisition campaigns.
* Develop and maintain Test and Learn Plans to enhance online donation form Conversion Rate Optimization.
* Track results and investment against budget and make recommendations to the Head of Individual Giving regarding the continual optimisation of channels.
* Manage suppliers to ensure the effective delivery of campaigns to target, including ensuring the effective delivery of supplier reporting, periodic reviews, and ongoing work in progress discussions.
* Work with suppliers and colleagues to secure content for the effective delivery of campaigns, including for TV advertising and telemarketing.
* Work with internal stakeholders to ensure that all new content goes through appropriate internal and external review processes.
* Drive campaign performance (including core KPIs such as response rates, average gift, and retention) through the ongoing and effective training and incentivising of telemarketing fundraisers.
* Identify new opportunities within core channels, and work with the Head of Individual Giving to implement a program of testing and continual improvement.
* Collaborate with Individual Giving and wider fundraising and organisational colleagues to maximise all and any cross- and up-sell opportunities.

## Key relationships:

* Donor Acquisition Officer – Face to Face
* Donor Care and Operations Lead
* Donor Retention Lead
* Retention and Growth Coordinator
* Fundraising Operations & Analytics Manager
* Fundraising CRM Manager
* External Agencies
* Digital Marketing Manager

## Key Performance Indicators

Key performance indicators will be clearly defined through the performance planning process.

## Essential Job Competencies

Qualifications

* Relevant tertiary qualifications in marketing, fundraising or a related field.

## Experience:

* 3 years of fundraising experience
* Experience in leading donor acquisition campaigns, in DRTV or Telemarketing.
* Experience in leading multi-channel digital campaigns (Web Optimisation, SEM, SEO, Social and Email
* Demonstrated ability to develop and deliver annual marketing plan and budgets, and to meet targets.
* Proven track record of fundraising with an income-generating focus.

**Skills:**

* Ability to analyse data proficiently and apply insights.
* Strong supplier management skills.
* Good project management skills.
* Strong written and verbal communication skills with a demonstrated ability to effectively listen, negotiate and show diplomacy.
* Good organisational and time-management skills including the ability to work under pressure and meet tight deadlines.
* High level of attention to detail and quality.
* High level of personal drive.
* Knowledge and experience of the not-for profit sector.

**Attributes:**

* An excellent team player, displaying initiative, creativity and enormous drive to attain and exceed budget.
* Hands on, delivery driven, can do attitude.
* Showing positive attitude in the workplace especially when faced with challenges.
* Ability to work with a group and prioritise with ease.

## Organisational Values

* Person-Centred - We measure our success in terms of outcomes for our clients;
* Accountable - We hold ourselves responsible for what we do and don’t do;
* Collaborative - We work well together and with others to deliver the best possible outcomes;
* Commercially Focussed - We work efficiently and responsibly to sustain and grow our services and influence;
* Agile - We will adapt, learn and innovate to have a positive impact in a changing environment.

## Vision Australia environment

Many Vision Australia employees work with Seeing Eye Dogs and all employees are likely to have contact with working dogs.

Employment is subject to the Organisation receiving a National Police Record Check and if relevant, a Working with Children Check or QLD Blue Card or Vulnerable Persons (ACT) check.

## Role Scope

**Reports to:** Head of Individual Giving

Direct Report Staff: 0

In-Direct Report Staff: 0

Operating Budget: 0

Capital Budget: 0

## Review of Job Description

This job description will be reviewed in line with the performance planning and appraisal process.