

Position description	
Position title:	Direct Marketing Specialist
Business unit/Department:	Fundraising and Communications
Type of employment:	Full-time
Effective date:	July 2020
Remuneration:	SACS 5

Responsibilities	
Your Purpose:	<p>The Direct Marketing Specialist is responsible for project managing direct marketing appeals and campaigns from inception to implementation. This includes managing external relationships with fundraising agencies/suppliers, fulfilment, data selection and reporting.</p> <p>It's a diverse role, requiring project management, data analysis, donor relationship management, coordinating numerous projects, managing agency and supplier relationships and supporting the manager to implement an individual giving growth strategy.</p> <p>In addition, the role will develop donor journeys for each donor segment and implement a donor care program to service newly acquired and existing donors.</p> <p>This role will suit a motivated team player with a polished communication style who loves using data to find opportunities to further develop donor engagement, therefore increasing revenue. This is a pivotal role that will see your results directly affect people we support.</p>
Our Purpose:	<p>Hutt St Centre's purpose is to help end homelessness for every person who walks through our doors. We offer a place of choice, opportunity and change, helping people experiencing homelessness to rebuild their lives, with care and without judgement.</p>
Fundraising and Communications Team's Purpose	<p>This position works as part of the team responsible for generating income from fundraising activities including individual donor programs, events, appeals, community fundraising, corporate partnerships and relations, trusts and foundations, and bequests.</p> <p>Our purpose is to develop and deliver strategic activities to maximise fundraising income and awareness of Hutt St Centre across external and internal markets.</p>

	The team is integral to the Centre as it generates much-needed funds to support operational activity that would otherwise not be funded.
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Duties	
Appeals	<ul style="list-style-type: none"> Plan and deliver end-to-end direct marketing campaigns including direct mail, digital, and developing the supporter journey Develop appeal briefs and timelines through planning and communicating tactics, creative direction, channel selection (mail, text, email, social media, digital and telemarketing) and donor interaction Brief and liaison with internal staff and external agencies and coordinate data segmentation and targeting for campaigns and appeals Monitor and evaluate campaign performance to ensure targets are met Provide post campaign evaluation reports with key findings, insights, measurables and efficiencies Assist the development and implementation of supporter journeys across the direct marketing program
Campaigns	<ul style="list-style-type: none"> Provide support for data briefs and segmentation for campaigns Contribute to the development of supporter journeys for major fundraising events, major gift program and bequest program Contribute to the development of marketing collateral and campaigns for major fundraising events, major gift program and bequest programs
Operations & Projects	<ul style="list-style-type: none"> This role will be heavily involved in special projects supporting the development of our fundraising program such as CRM transition, data audits, payment gateway reviews and integration Utilise marketing automation software eg Autopilot to integrate campaigns and build supporter journeys Conduct all activities in accordance with relevant regulations and legislations as determined by governing bodies and organisational policies and procedures Undertake other administrative tasks, responsibilities, team support as required
Relationships	<ul style="list-style-type: none"> Liaising with various internal stakeholders and units of the business, and fostering cohesive working relationships with third party suppliers and agencies Actively contribute to team's activities and outputs and take a shared responsibility for the achievement of team outcomes Support / attend team functions and activities as required
Reporting relationships:	<p>Direct: Marketing and Fundraising Manager</p> <p>Indirect: General Manager, Fundraising and Communications</p>

Qualifications	
Education/Qualifications	<p>Tertiary qualifications in marketing, fundraising or a related discipline, or an equivalent combination of relevant experience and education, in a marketing or fundraising environment.</p> <p>A satisfactory police check is essential. A current driver's licence is essential.</p>
Knowledge and skills	
Essential knowledge, skills, experience	<ul style="list-style-type: none"> • Direct mail/direct marketing experience developed from either the commercial or NFP sectors • Experience planning and executing integrated, multi-channel (eg direct mail, digital, SMS) fundraising campaigns utilising data insights, industry learnings and marketing/fundraising principals • Demonstrated experience in concept to implementation project management of multiple campaigns through direct marketing and digital approaches, to deadline and budget • Analytical and project management skills including preparation of plans and timelines • Experience in reporting and utilising data-driven insights to inform future campaign activities • Experience with CRM databases and above average skills in Microsoft Office, particularly Excel • Ability to use database systems, email marketing software (eg Autopilot, Mail Chimp) and website tools • Results oriented, with strong ability to analyse data • Experience in proof reading, with excellent attention to detail • Time management and prioritisation is essential and you must excel at managing multiple projects, stakeholders and tight deadlines
Attitude	<ul style="list-style-type: none"> • Solutions orientated – looks to overcome setbacks with good grace and a positive, forward thinking attitude • Initiative and flexibility to positively adjust to changing requirements and situations • The drive to work effectively, and collaboratively, with other team members, ensuring that you are meeting your deadlines at all times • Flexibility to work outside normal office hours from time to time in peak periods.

Desirable knowledge, skills, experience	<ul style="list-style-type: none">• Experience using content management systems to develop and maintain websites• A genuine interest in the charity sector and awareness of FIA and ADMA Best Practice is well regarded.• A drive to achieve the best outcomes for Hutt St Centre and the people we are supporting to help end their homelessness
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