



POSITION DESCRIPTION

TITLE:	Campaigns Coordinator
BUSINESS UNIT/DEPARTMENT:	Advocacy (Communications and Fundraising)
TYPE OF EMPLOYMENT:	1FTE
EFFECTIVE DATE:	May 2023
REPORTING RELATIONSHIP:	Team Leader, Fundraising

RESPONSIBILITIES

Our Purpose

Hutt St Centre's vision is an end to homelessness. Our mission is to advocate with and empower people at risk of or experiencing homelessness, supporting them to rebuild their lives on their pathway to homefulness.

Your Purpose

This role will contribute to Hutt St Centre's strategic direction by supporting the delivery of major fundraising campaigns, including our annual peer-to-peer event, Walk a Mile in My Boots.

Working as part of the integrated Communications and Fundraising team, this role helps us achieve our fundraising, communications and brand objectives by inspiring supporters, connecting them to our organisation, and showing them the impact of their support.

Key skills include the ability to manage multiple and competing priorities, minute attention to detail, experience in customer service and/or customer support role, adaptability and empathy.

This role is pivotal to the successful delivery and growth of Hutt St Centre's fundraising campaigns and donor engagement and experience.

KEY DUTIES

Fundraising & Communications

Fundraising appeals and campaigns

- Support the coordination and delivery of integrated direct marketing/individual giving fundraising campaigns including Winter and Christmas Campaigns as well as biannual Newsletter Appeals.
- Coordinate offline and online production schedules with internal team members and external agencies to support the successful delivery of fundraising campaigns and appeals.
- Lead stewardship and engagement activities for partners, donors and fundraisers for key campaigns and appeals.
- Support Team Leader, Fundraising with the implementation, acquisition and reactivation activities for Hutt St Centre's Angel for a Day and Regular Giving programs.

Hutt St Centre

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- Assist with data management, campaign analysis and reporting for fundraising campaigns and events.
- Perform other administrative duties as required.

Peer-to-Peer Event (Walk a Mile in My Boots)

- Assist in the planning, coordination and delivery of the Walk a Mile in My Boots (WAMIMB) peer-to-peer campaign to enable community supporters to fundraise for Hutt St Centre.
- Develop and maintain relationships with fundraisers to ensure they are empowered and supported throughout the WAMIMB challenge.
- Assist in managing vendor relationships and deliverables throughout the campaign.
- Perform event planning and other tasks as needed.

Donor Engagement & Experience

Supporter Stewardship & Donor Care

- Develop and implement stewardship journeys and activities to demonstrate an appreciation of donors and to encourage renewed support.
- Take responsibility for ongoing communications such as welcome packs and calls, enquiries and proactive donor care.
- Assist the Team Leader, Fundraising to create, implement and test meaningful and engaging journeys to recruit, grow and retain Hutt St Centre's individual givers.
- Assist in the planning and execution of donor events and other activities.
- Maintain up-to-date information in the CRM system and related databases, including donor segmentation and noting all emails, phone calls, meetings, event attendance and other engagement.
- Work with the team to monitor and respond to donors, fundraisers and general supporter enquiries via phone calls, emails, social media and direct message inboxes.

Operations

- Provide input into annual strategic planning, budget process and related activities.
- Positively contribute to an excellent high-performing team culture.
- Conduct all activities in accordance with relevant regulations and legislations as determined by governing bodies and organisational policies and procedures.
- Undertake all training required to understand and accurately use Hutt St Centre systems and processes.
- Comply with WH&S requirements.

EDUCATION/QUALIFICATIONS

- Tertiary qualification in fundraising, communication, marketing or related discipline; or study undertaken within the Fundraising Institute Australia would be an advantage.
- A National Police Clearance and a DHS Working with Children Check and Disability Check.

POSITION DESCRIPTION

- A valid driver's license.
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KNOWLEDGE & SKILLS

Essential knowledge, skills and experience

- Minimum 2 years experience in planning, coordinating and delivering integrated campaigns and events.
- Demonstrated ability to follow project plans and timelines and monitor progress within required standards.
- Excellent verbal and written communication skills, including experience proofreading communications for mass distribution.
- Ability to manage multiple priorities while maintaining an eye for detail.
- Highly developed interpersonal skills appropriate to establishing and maintaining effective working relationships with supporters, donors and the wider community.

Desirable knowledge, skills and experience

- Experience using Funraisin fundraising platform (or similar), Salesforce (or similar CRM) and content management systems.
- Ability to use email marketing software (e.g., Autopilot, Mail Chimp, Campaign Monitor).
- Previous experience in the not-for-profit sector and a commitment to philanthropy.
- A genuine interest in the charity sector and awareness of FIA and ADMA Best Practice is well regarded.

Attitude

- Solutions orientated – looks to overcome setbacks with good grace and a positive, forward-thinking attitude.
- Demonstrated ability to maintain and promote a flexible and positive approach to change.
- The ability to work effectively both autonomously and collaboratively with other team members, ensuring you are meeting your deadlines at all times.

Other

- This position will require some out-of-hours work from time to time, such as attendance at fundraising events and related activities.