



## **Direct Marketing Manager** **Full time, flexible hours**

An exciting opportunity for a creative Direct Marketing Manager to develop and implement multi-channel fundraising communications to increase support for CBM Australia to transform the lives of 10 million people each year.

### **About us**

CBM Australia is Australia's only International Development organisation focussed on improving the quality of life of people with disabilities in the poorest countries. As a global leader in inclusive development, CBM partners with local organisations to build and promote an inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential. It does this because it is a Christian organisation committed to ending the cycle of poverty and disability. It does this through field programs, inclusive development advisory, social justice advocacy and fundraising. CBM Australia is key member of the CBM Global network.

### **About the role**

Reporting to the Head of Fundraising and Marketing, the Direct Marketing Manager will work collaboratively to ensure direct marketing activities meet organisational branding and messaging requirements.

Key priorities of the role are as follows:

- Develop direct marketing integrated campaigns to acquire new supporters and grow income from existing supporters
- Manage calendar of appeals and other fundraising communications
- Oversee the development of supporter report back, thank you and field update communications
- Implement innovative and engaging fundraising tactics to deepen supporter engagement and lifetime value to targets
- Leverage campaigns to ensure they are integrated and connected across multiple channels
- Develop and own support journey, manage welcome pathways to maximise donor retention and increase income

- Monitor budgets and income to targets and generate relevant reports
- Manage successful relationships with internal and external stakeholders
- Provide input and support to the team and broader department to increase effectiveness and impact of fundraising initiatives

## About you

The successful candidate will bring the following:

- Tertiary qualified with knowledge and at least 5 years experience in fundraising and marketing
- Experience in producing end-to-end direct marketing campaigns to warm and new audiences
- Demonstrated ability to develop effective and creative communications for different audiences and across multiple channels
- Exceptional planning and organisational skills demonstrating attention to detail with the ability to manage time and resources to see projects through to completion
- Honed stakeholder managements skills with result driven focus
- An agile and responsive approach to deliver high quality outcomes in a fast paced environment
- Excellent verbal and written communication skills
- Demonstrated ability to work autonomously and as part of a team
- A solution focused approach to work with a 'can do' attitude, demonstrating initiative
- Ideally demonstrated application of skills in a similar context (NFP/NGO)
- Commitment to and ability to demonstrate and display CBM Australia's values and behaviours
- A willingness to contribute to the growth and development of CBM Australia and its work

## Apply

CBM Australia offers competitive salary packaging, flexible working conditions and professional development opportunities.

If you would like to join our organisation please [Click Here](#) and include a cover letter addressing your interest and what you have to offer. For further information a full Position Description can be obtained from our website [www.cbm.org.au](http://www.cbm.org.au).

## Background checks

CBM Australia is committed to workplace equity and diversity and encourages applications from Australian Residents with diverse cultural backgrounds and people with a disability. CBM Australia is committed to the safety and best interest of all children accessing CBM supported services, programs and workplace. Relevant background checks including working with children, police

and reference checks will be completed prior to the preferred candidate's employment being confirmed.