

POSITION TITLE: Direct Marketing Manager
DEPARTMENT: Public Engagement
DATE: March 2020
REPORTS TO: Head of Fundraising & Marketing

Organisational Vision:

An inclusive world in which all persons with disabilities enjoy their human rights and achieve their full potential.

Organisational Mission:

CBM is an international Christian development organisation, committed to improving the quality of life of persons with disabilities in the poorest countries of the world.

Department Objective:

Inspire action by telling CBM's compelling story of transformative change in the lives of people with disabilities. Deliver increased funds through a strengthened portfolio of income sources.

Purpose of Role:

Manage and implement multi-channel fundraising campaigns to acquire, retain and increase income to help transform the lives of people living in poverty with disabilities. Deliver fundraising results in line with the overall Fundraising & Marketing plan.

Level of Direction or Supervision:

This position works with a high degree of autonomy, working to approved plans and strategies in close collaboration with the Head of Fundraising & Marketing. The Direct Marketing Manager will work collaboratively with teams in the Public Engagement Department ensuring direct marketing activities meet organisational branding and messaging requirements. Working with the Relationship Team and IT will be essential in connecting with donors through the contact centre and data analysis. This role will be part of the Fundraising & Marketing Team and broader Public Engagement Department.

Key Working Relationships:

Head of Fundraising & Marketing, Direct Marketing Manager, External Agencies, Campaign Manager, Relationship Managers, ICT and Data.

Key Tasks and Priorities:

Key Areas of Responsibility	Key Tasks	Performance Indicators	Weighting Total= 100
Manage and implement direct marketing communications	<ul style="list-style-type: none"> • Develop from concept to implementation a suite of direct marketing integrated campaigns to acquire new supporters and grow income from existing CBM Australia supporters • Manage a divided calendar of Appeals and other fundraising communications • Manage the development of supporter report back, thank you and field update communications • Ensure appropriate resources (stories and images) are available to utilise in campaigns to create compelling asks to supporters • Implement innovative and engaging fundraising tactics to deepen supporter engagement and lifetime value to targets • Seek every opportunity to leverage campaigns to ensure they are integrated and connected across multiple channels • Work with the Programs team on themes and projects for direct marketing communications • Manage and implement strategic dollar handles to increase donor response • Implement strategic testing into all direct marketing communications and use findings to influence future communications in a timely manner • Continuously research and analyse potential new strategies and monitor industry trends including competitor analysis 	<ul style="list-style-type: none"> • Income targets meet or exceed KPIs • All direct marketing campaigns are implemented on time, to standard and within budget • Direct marketing communication plan is implemented to ensure integration and optimal donor experience • A rigorous review of each campaign is fully documented identifying areas for improvement which adjust the retention plan • Increase non-financial supporter touch points through the delivery of focussed communications • Increase donor engagement, average gift and lifetime value based on KPIs • Report monthly on new retention ideas and industry trends, including competitor analysis 	50%

Manage and implement the Supporter Journey Framework	<ul style="list-style-type: none"> • Develop and own supporter journey • Manage welcome pathways to maximise donor retention and increase income • Leverage critical moments in supporter relationship to maximise support • Work with ICT to ensure all supporter journey work is carried out as per plan 	<ul style="list-style-type: none"> • Targets and retention measures are achieved in line with KPIs • Ensure communications and process are aligned to supporter journey framework • Welcome process and test strategies are in place 	20%
Effectively engage internal and external stakeholders	<ul style="list-style-type: none"> • Work closely and effectively with the Public Engagement Department • Work closely with Fundraising and Marketing agencies to ensure production of materials are on time and to budget. • Prepare comprehensive campaign, copy, data and mail house briefs • Present and provide campaign plans to the inbound and outbound teams as required • Work with ICT to ensure segmentation and dollar handles are effective for best ROI 	<ul style="list-style-type: none"> • All scoping, planning and ideation is carried out with the PE Team in a timely and effective manner • All campaign briefs are delivered on time and to standard • The sign-off and review process of communications are completed to time • Budgets are monitored and met 	20%
Finance and Reporting	<ul style="list-style-type: none"> • Prepare comprehensive business cases to support new initiatives and investment • Daily monitoring and tracking budgets and income to targets • Detailed reporting on expenses and income against targets • Provide input into the strategic direction of the Fundraising Team 	<ul style="list-style-type: none"> • Provide weekly and monthly reports on the progress of campaigns, reporting on variances • Complete initiatives within budget and to agreed timeframes • Timely delivery of inputs into strategy as required 	5%
Active member of the Fundraising & Marketing team and broader Public Engagement Department	<ul style="list-style-type: none"> • Actively participate in activities within the Fundraising & Marketing team and Public Engagement Department • Leverage opportunities to increase effectiveness and impact of fundraising initiatives • Manage successful relationships with internal and external stakeholders • Continually upgrade understanding of best practice fundraising strategies • Demonstrate and display CBMs values and behaviours 	<ul style="list-style-type: none"> • Provide input and support both to the team and broader department • Provide input into overall fundraising strategy • Successful relationships internally and externally • Attend industry workshops, learnings documented and implemented and maintain relationships with industry peers 	5%

SPECIFIC OUTCOMES REQUIRED

Manage and implement direct marketing communications to acquire new supporters and achieve growth and retention targets from existing CBM supporters
Manage, implement and monitor the Supporter Journey Framework
Effectively engage internal and external stakeholders to ensure quality and delivery of direct marketing communications is to standard and within budget
Ensure activities are aligned with the overall fundraising strategies and objectives
Collaborate with team members in delivery of agreed outcomes
Creativity and innovation are brought to direct marketing strategies, projects and processes with a focus on continuous improvement and learning
Effectively manage the budget income and expenditure and well justified annual plans
Continually upgrade understanding of best practice fundraising strategies and principles to ensure CBM is highly effective in reaching our organisational goals
Ensure appropriate risk issues for your areas of responsibility are identified, kept updated and appropriate mitigation strategies are developed, implemented and maintained.

PERSONAL ATTRIBUTES, COMPETENCIES AND QUALIFICATIONS

Marketing, Communication degree or equivalent, a min. of 5 years fundraising experience
Excellent understanding and execution of fundraising and direct marketing principles
Results oriented with superior planning and organisational skills and capabilities with exceptional attention to detail
Exceptional relationship management skills with a variety of internal and external stakeholders
Ability to work with and manage multiple projects and stakeholders simultaneously to deliver agreed quality outcomes
Demonstrated ability to develop effective and creative communications for different audiences and across multiple channels
Ability to critically analyse data and information to inform strategies and budgets and to identify trends and opportunities
Excellent communications skills – verbal and written
Demonstrated ability to work autonomously and as part of a team
Influencing and negotiation skills demonstrated in every day work
Able to effectively manage time and resources to see projects through to completion including debriefs and learnings to adjust future strategies to maximise impact
Commitment to and ability to demonstrate and display CBM Australia’s values and behaviours
Possibility of travel required
A solution focused approach to work and ‘can do’ attitude, demonstrating initiative

JOB EVALUATION

Salary Grading	Grade 9
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Signed

Signed

Head of Fundraising & Marketing

Direct Marketing Manager

Date: ____/____/____

Date: ____/____/____