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| POSITION TITLE: | Direct Marketing Specialist |
| DEPARTMENT: | Public Engagement |
| DATE: | June 2025 |
| REPORTS TO: | Head of Fundraising & Marketing |
| FTE: | 1 |
| LOCATION: | Richmond, Melbourne (Hybrid) |

CBM AUSTRALIA

CBM Australia is a Christian international development organisation with a focus on disability. We have more than 115 years' experience developing proven community-based programs that help millions of people with disabilities benefit from real and lasting change. We work alongside people with disabilities living in the world's poorest places to fight poverty and exclusion and transform lives.

ORGANISATIONAL VISION

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

ORGANISATIONAL MISSION

CBM is fighting to end the cycle of poverty and disability.

GROUP/DEPARTMENTAL OBJECTIVE

A more diverse and growing number of individual Australians and organisations are inspired to join with us in advancing the rights of people with disabilities in the poorest communities.

SAFEGUARDING OF CHILDREN AND VULNERABLE ADULTS

CBMA is committed to the protection and safety of all children and vulnerable adults that come into contact with our organisation and programs. All staff are required to understand and comply with CBM Australia's Safeguarding Policy and Prevention of Sexual Exploitation, Abuse and Harassment Policy, Code of Conduct and Safeguarding Behaviour Statement.

- This role requires CBMA representation when visiting the field (internationally and domestic)
- This role has contact with children when visiting the field and requires a current Working with Children Check.

RESPONSIBLE FOR

Manage and implement multi-channel fundraising campaigns to acquire new supporters and reactivate lapsed supporters to help transform the lives of people living in poverty with disabilities. Deliver fundraising results in line with the overall Public Engagement Department plans.

REPORTS TO

Head of Fundraising & Marketing

LEVEL OF DIRECTION OR SUPERVISION

This position works with some degree of autonomy, working to approved plans and strategies in close collaboration with the Head of Fundraising & Marketing. The Direct Marketing Specialist will work collaboratively with teams in the Public



Engagement Department, ensuring direct marketing activities meet organisational branding and messaging requirements. Working with the Supporter Services Team and IT will be essential in connecting with donors through the contact centre and data analysis.

SUPERVISES

NA.

MAIN ACTIVITIES

1. Manage and implement direct marketing communications

- Develop from concept to implementation a suite of direct marketing integrated campaigns to acquire new supporters and reactivate CBM Australia lapsed supporters.
- 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 target.
- Seek every opportunity to leverage campaigns to ensure they are integrated and connected across multiple channels.
- This role will manage acquisition activities across Direct Mail, eDM, radio advertising, online lead to telemarketing, digital and DRTV.
- 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.

2. Effectively engage internal and external stakeholders

- Work closely and effectively with the Public Engagement Department.
- Work closely with agencies to ensure production of materials are on time and to budget.
- Prepare comprehensive campaign, copy and data strategies and briefs.
- Present all campaigns via activity briefings to internal stakeholders.
- Work with ICT to ensure segmentation and dollar handles are effective for best ROI.

3. Finance and Reporting

- Daily monitoring and tracking budgets and income to targets.
- Detailed reporting on expenses and income against targets.
- Provide input into the strategic direction of direct marketing campaigns.

4. Active member of the Public Engagement Department

- Actively participate in team and department activities.



- 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.

SPECIFIC OUTCOMES REQUIRED

- Manage and implement multi-channel direct marketing communications to acquire new supporters and reactive lapsed supporters to targets.
- Effectively engage internal and external stakeholders to ensure quality and delivery of direct marketing communications is too standard and within budget.
- Ensure activities are aligned with the overall Public Engagement 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.

KEY SKILLS/QUALITIES

- Marketing, Communication degree or at least 3 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 everyday 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 domestic travel required.
- A solution focused approach to work and 'can do' attitude, demonstrating initiative.
- Enthusiasm for the mission of CBM Australia and alignment/comfort with being part of a faith-based organisation.

INTERNAL CONTACTS

Head of Fundraising & Marketing, Direct Marketing Manager, Contact Centre Lead, Head of Digital Marketing, Digital Marketing Specialist, External Agencies and key staff across Public Engagement.