

POSITION DESCRIPTION – TEAM MEMBER

Position Title	Campaign Manager	Department	Engagement and Support
Location	Sydney	Direct/Indirect Reports	0
Reports to	Single Giving Development Manager	Date Revised	November 2017
Industrial Instrument	Choose an item.		
Job Grade	Job Grade 5		

■ Position Level Descriptor

An individual at the Team Member level is accountable for their own performance and contributes to team performance. People at the Team Member level do not have any people reporting to them on a day to day basis.

■ Position Summary

To manage the delivery of the fundraising campaigns to meet budgeted net income targets through the implementation of sustainable cost-effective fundraising activities. This will be done by supporting the Single Giving Development Manager on mass marketing techniques such as the existing direct marketing program using direct mail and digital channels.

■ Position Responsibilities

Key Responsibilities

- Deliver multi-channel campaigns and retention strategies to maximise lifetime value of donors, in collaboration with the Single Giving Development Manager.
- Liaise with and manage creative agencies, printers and mailhouses to ensure campaigns and materials are to brief, to budget and meet deadlines.
- Work closely with Supporter Services to ensure supporters are thanked and acknowledged in an appropriate manner, providing relevant and timely briefing as required.
- Work closely with the Communications team to gather stories and content to use in campaign collateral.
- Work with senior stakeholders to manage campaign review and sign off.
- Work closely with the Data and Insight team to review direct marketing campaigns to ensure the data segmentation and strategy is used to maximize income from individual donors.
- Develop strategies with the Single Giving Development Manager to acquire new donors.
- Continuously develop, test and enhance segmentation and creative strategies for donor campaigns to ensure that all opportunities to develop loyalty and repeat/increased donations are maximised.
- Document key campaign learnings share findings with stakeholders.
- Evaluate and report on effectiveness of appeals.
- Work with the Digital Fundraising Manager to develop online journeys for appeals program and cross selling opportunities.

- Ensure communications (both verbal and written) are compliant with Red Cross brand guidelines and have been approved in accordance with the Red Cross approval process.
- Ensure compliance with legislation for all direct marketing channels and communications.
- Develop effective and positive working relationships across Red Cross.
- Participate in meetings with other charities in the sector.

■ Position Selection Criteria

Technical Competencies

- 3 years + experience in a fundraising or marketing role
- Demonstrated ability to effectively manage a number of projects simultaneously according to timelines
- Demonstrated ability to achieve net revenue outcomes
- Demonstrated ability to manage a budget
- Ability to manage and operate effectively in a cross functional environment
- Demonstrated ability to influence internal and external stakeholders at various levels
- Highly developed written and oral communication skills
- Demonstrated problem solving
- Enthusiastic with a strong 'can-do' attitude
- An ambition and willingness to work and develop professionally; self-motivated
- Ability to manage numerous and sometimes competing priorities
- 'Can do' attitude focussed on achieving results and doing what is required to achieve success.

Qualifications/Licenses

- A Working with Children check is a mandatory requirement for this role

Behavioural Capabilities

- **Personal effectiveness | Achieve results |** Demonstrated ability to manage work and achieve the results committed to. Ability to evaluate progress and make adjustments needed to achieve goals. Accept responsibility for mistakes and learn from them.
- **Team effectiveness | Collaborating |** Demonstrated capability to work with others to reach common goals, sharing information, supporting and building positive and constructive relationships.
- **Team effectiveness | Communicating |** Demonstrated capability to communicate clearly and concisely ensuring messages are understood. Ability to express ideas clearly, listen effectively and provide
- **Organisational effectiveness | Innovating and improving |** Demonstrated ability to identify and raise issues regarding ineffective work processes and take initiative to make improvements.

■ General Conditions

All Red Cross staff and volunteers are required to:

- Adhere to the 7 fundamental principles of Red Cross:
Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality
- Act at all times in accordance with the Australian Red Cross Code of Conduct and Child Protection Code of Conduct
- Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Comply with the Work Health and Safety management system
- Undertake a police check prior to commencement and every 3 years thereafter. Police check renewals may be required earlier than 3 years in order to comply with specific contractual or legislative requirements

- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements
- Assist the organisation on occasion, in times of national, state or local emergencies or major disasters