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| **Position Description** |

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| **Direct Marketing Coordinator** | |
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| **Position No:** | NEW |
| **Department:** | Alumni and Advancement Office |
| **School:** | Office of the Vice-Chancellor |
| **Campus/Location:** | Bundoora |
| **Classification:** | Higher Education Officer Level 7 (HEO7) |
| **Employment Type:** | Fixed Term – 12 months/0.6FTE |
| **Position Supervisor:**  **Number:** | Associate Director, Advancement  50100459 |
| **Other Benefits:** | <http://www.latrobe.edu.au/jobs/working/benefits> |

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Alumni and Advancement – <http://latrobe.edu.au/alumni>

**For enquiries only contact:**

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| **Position Description** |

**Direct Marketing Coordinator**

**Position Context**

In 2011, La Trobe University appointed the first Director of Alumni and Advancement to lead the recently formed Alumni and Advancement Office (AAO). The AAO, which began with a team of 10 has expanded steadily over the last 5 years and is now a team of 26.

Following the implementation of the University Strategic Plan, *Future Ready*, and further reviews of the AAO in 2012, 2014 and 2015, additional resources have been provided to the AAO. The AAO is now positioned and required to raise significant financial support for the University through the University’s first major campaign, to mark the 50th Anniversary of admission of students to the University in 2017.

Annual Giving at La Trobe is a relatively new program. It was implemented for the first time in 2013. Since that time the program has developed steadily and now includes the award winning Golden Lanyard Staff Giving campaign.

Reporting to the Associate Director, Advancement, the Direct Marketing Coordinator will be responsible for contributing to the development of, and implementing strategies to secure donations through a suite of annual giving programs for the University.

The position is primarily responsible for implementing annual giving programs that help to support and underpin the University’s broader fundraising program. The position will work closely with the Associate Director Advancement and the broader team in the Alumni and Advancement Office, as well as key internal and external stakeholders on a range of activities relating to annual giving programs for the University’s alumni and staff.

**Duties at this level may include:**

* Implement annual giving programs targeting both La Trobe staff and alumni across a variety of channels including telephone, email, direct mail and ABTL, in order to raise funds in accordance with the Advancement Team Business Plan.
* Work closely with colleagues in the Alumni Relations Team to identify and implement opportunities to build a message of philanthropy through the Alumni Engagement program.
* Work closely with colleagues in the Communications team to develop appropriate content and products for fundraising programs.
* Manage internal and external suppliers to deliver written content, graphic design, mailhouse and telephone fundraising services.
* Deliver reports and analysis on the performance of fundraising programs, against targets set in the Business Plan.
* Develop and maintain networks with peers in annual giving programs across different Universities.
* Make recommendations on the continuous improvement of annual giving fundraising programs.

**Key Selection Criteria may include:**

* Demonstrate a thorough understanding of fundraising principles and practice, particularly in relation to University annual giving programs
* Demonstrated experience in the implementation of direct marketing fundraising programs across a range of channels including telephone, email and direct mail.
* Proven ability to implement projects to achieve revenue targets to agreed deadlines and expenditure budgets.
* Good stakeholder management skills, including ability to coordinate and collaborate with colleagues across a range of disciplines
* Experience of managing suppliers to achieve agreed outcomes, including experience working with mailhouses, graphic designers, copywriters and telephone fundraisers/marketers.
* Good written and verbal communication skills.
* Experience working with customer relationship management databases to target, select, segment and report on data.
* High levels of numeracy, including experience presenting results using customer databases and MSExcel.

**La Trobe Values**

At La Trobe we:

* take a world view
* pursue ideas and excellence with energy
* treat people with respect and work together
* are open, friendly and honest
* hold ourselves accountable for making great things happen.

For Human Resource Use Only

Initials: Date: