

## Position Description - Sir David Martin Foundation

**Position title: Direct Marketing Manager**



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### Sir David Martin Foundation

**About us:** Sir David Martin Foundation is a 29-year old Family Foundation, helping young people in crisis. We fund programs to support young people suffering from problems such as substance addiction, homelessness, mental illness, disengagement from society, abuse, unemployment and family breakdown. These programs provide treatment and support for these issues, as well as assist young people in returning to education and training to find pathways to employment and a healthy, productive life.

As the major philanthropic partner of Mission Australia, we've raised over \$65M since 1990. This partnership has enabled a best practice model of treatment for young people with drug and alcohol addiction. The Foundation is the major funder of Mission Australia's Triple Care Farm, a unique, holistic treatment centre which each year gives over 200 vulnerable young Australians, aged 16-24, a safe place to get well and prepare for new opportunities.

<b>Mission:</b>	Through philanthropy, we help young people in crisis by enabling best practice models of treatment for youth drug and alcohol addiction
<b>Values:</b>	Respect***Compassion***Generosity***Impact***Celebration
<b>Vision:</b>	To give safety, hope and opportunity to all vulnerable young Australians

### Position Details:

<b>Position Title:</b>	Part-time Direct Marketing Manager
<b>Division:</b>	Sir David Martin Foundation
<b>Reports to:</b>	SDMF General Manager
<b>Position Purpose:</b>	The Direct Marketing Manager, is responsible for developing, implementing and managing the renewal, retention, and acquisition strategies for one-off and regular givers for the Foundation with a key focus on direct marketing to grow revenue and build the support base. This role is instrumental in ensuring the long term financial sustainability of the Foundation.

### Position Requirements (What are the key activities for the role?)

<b>Key Result Area 1</b>	<b>Multi-disciplinary Fundraising Plans</b>
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Key tasks	Position holder is successful when
<ol style="list-style-type: none"> <li>1. Plan and execute a multi-faceted direct marketing, donor development and online marketing strategies that develops broad-based support for the Foundation.</li> <li>2. Drive the development of the fundraising strategy for individual giving programs through multi-channels</li> <li>3. Develop and deliver annual multi-channel fundraising implementation plans</li> <li>4. Set appropriate campaign and long-term program performance success metrics (eg ROI, Cost per donor, net income, life time value) and report to the Foundation accordingly</li> <li>5. Develop and implement strategies to strengthen, grow and leverage each relationship to drive increased engagement with the Foundation</li> <li>6. As part of the overall fundraising budget, develop the direct marketing budget and ensure all direct marketing activities meet or exceed targets and are delivered on time</li> <li>7. Ensure our relationships with our donors, the community, suppliers and partnerships are efficient and cost-effective and they understand our values and will champion the Foundation</li> <li>8. Ensure all fundraising data is captured through the Foundation's CRM platforms to drive and inform acquisition and retention strategies</li> <li>9. Develop and manage the relevant direct marketing management processes, policies and procedures</li> <li>10. Advise on opportunities to grow the Foundation brand through direct marketing</li> <li>11. Work on any additional projects as directed by the General Manager</li> </ol>	<p>Plans delivered in timely fashion and approved.</p> <p>Plans display and measures pathway to growth</p> <p>Plans deliver on growth in income, donors and engagement</p> <p>Delivery of regular reports</p> <p>Proven return on investment</p> <p>Targets are met within approved budget</p> <p>Assistance with event participant recruitment, and then ongoing fundraising support of these participants</p> <p>Positive engagement with portfolio from team and all relevant stakeholders</p>
<b>Key Result Area 2</b>	<b>Financial Planning and Management</b>
<b>Key tasks</b>	<b>Position holder is successful when</b>

<ul style="list-style-type: none"> <li>Assist in the preparation of the annual budget as it relates to the strategic plan through accurate prediction of Direct Marketing income streams and associated costs</li> <li>In consultation with the General Manager, manage the relevant campaign budget and exercise financial delegation for expenditure within the approved budget</li> <li>Ensure any and all costs associated with any activities undertaken by you are approved accordingly and reported accurately.</li> <li>Work closely with the General Manager to ensure forecasts and budgets are monitored and to ensure financial transparency to our supporters</li> </ul>	<p>Timely delivery of budget</p> <p>Management of expenditure within budget</p> <p>Regular, clear income &amp; expenditure and forecast reports</p>
<b>Key Result Area 3</b>	<b>Data and Reporting</b>
<b>Key tasks</b>	<b>Position holder is successful when</b>
<p>Develop monitoring and evaluation standard practice for relevant direct marketing activities</p> <ul style="list-style-type: none"> <li>Liaise with the data management team where necessary.</li> </ul> <p>Ensure reporting is accurate</p>	<p>Assist with recruiting corporate volunteers to fill required roles</p> <p>Develop volunteer schedule for event days</p> <p>Coordinate with Event Manager the recruitment and scheduling of Navy volunteers to support the roping technicians/team</p>

<b>Key Result Area 4</b>	
<b>Key tasks</b>	<b>Internal Relationships and Leadership</b>
<p><b>Internal relationships</b></p> <ul style="list-style-type: none"> <li>Ensure all internal relationships are of a high standard and contribute positively to the Foundation</li> <li>Work effectively with the data management team in the management of data ensuring that maximum benefit is extracted from donor and related data</li> </ul> <p>Work effectively with the Marketing Manager for creative development of campaigns</p>	<p>Key stakeholders give positive feedback</p> <p>Plans progress within reasonable timeframe</p>

Assist in developing and reviewing the Fundraising strategic plan	
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## Work Health and Safety

Everyone is responsible for safety and must maintain:

- A safe working environment for themselves and others in the workplace
- Ensure required workplace health and safety actions are completed as required
- Participate in learning and development programs about workplace health and safety
- Follow procedures to assist Sir David Martin Foundation/Mission Australia in reducing illness and injury including early reporting of incidents/illness and injuries

## Purpose and Values

- Actively support Sir David Martin Foundation/Mission Australia purpose and values;
- Positively and constructively represent our organisation to external contacts at all opportunities;
- Behave in a way that contributes to a workplace that is free of discrimination, harassment and bullying behaviour at all times;
- Operate in line with SDMF/Mission Australia policies and practices (EG: financial, HR, etc.);
- To help ensure the health, safety and welfare of self and others working in the business;
- Follow reasonable directions in relation to Work Health and Safety.
- Follow procedures to reduce illness and injury including early reporting of incidents/illness and injuries
- Promote and work within client service delivery principles, ethics, policies and practice standards
- Actively support the Reconciliation Action Plan.

## Recruitment information

### Qualification, knowledge, skills and experience required for this role

- Tertiary qualifications in marketing or fundraising
- Minimum 3-5 years' experience in fundraising and understanding of NGOs and not-for-profit organisations
- Demonstrated ability in developing, testing and implementing effective direct marketing programs, new product developments, fundraising techniques and resources.
- Demonstrated knowledge of online marketing, print production, design management processes and experience in web content.
- In-depth fundraising knowledge and demonstrated fundraising success in direct marketing
- Proven experience in strategic and operational delivery of all aspects of direct marketing and reporting outcomes for retention and growth

- Experience in partner/stakeholder liaison with strong interpersonal skills with a capacity for conflict resolution, relationship management and diplomacy
- Proven experience working with acquisition and retention channels
- Strong time management skills with the proven ability to manage several projects at once, make sound judgments, prioritise work and to work under pressure to meet tight deadlines
- Experience in managing budgets, project expenditure and delivering organisational outcomes
- Demonstrated ability to engage, support and develop team members and build effective relationships across the Foundation
- Knowledge of and experience with SRM databases and data analysis
- Demonstrated ability in generic computer packages such as Microsoft Office, internet, databases, social networking platforms and marketing automation platforms
- Strong interpersonal skills and a confident telephone manner.

### Person Specifications

- Strong liaison and negotiation skills to secure, support and maintain relationships
- Pro-active and highly motivated self-starter
- Strong leadership and interpersonal skills
- Strong passion to work with communities and fundraise
- Collaborative
- Confident
- An ability to make decisions in a timely manner
- Professional presentation
- Creative thinking and solution focussed problem solving ability
- Strong oral and written communication skills
- Strong project management and administrative
- Analytical with high data literacy
- Results orientated – committed to achieving targets

### Compliance checks required

Working with Children	<input type="checkbox"/>	
National Police Check	<input type="checkbox"/>	
Vulnerable People Check	<input type="checkbox"/>	
Drivers Licence	<input type="checkbox"/>	
Other (prescribe)	<input type="checkbox"/>	_____

### Approval

Manager name

Approval date

Helen Connealy