

Supporter Experience & Engagement Coordinator

September 2018

Reporting to:	National Relationships Manager	
Direct Reports:	None	
Status:	Permanent	Full Time We support flexible working. Please talk to us about what you want.
Salary range:	\$65k + super (Note: this includes the tax benefit from the PBI fringe benefit)	
Location:	Sydney	

We welcome applications from people with an Aboriginal or Torres Strait Islander background.

About the organisation

ReachOut is Australia's leading online mental health organisation for young people and their parents. Our practical support, tools and tips help young people get through anything from everyday issues to tough times – and the information we offer parents makes it easier for them to help their teenagers, too.

We've been changing the way people access help since we launched the world's first online mental health service more than 20 years ago. Everything we create is based on the latest evidence and designed with experts, and young people or their parents. This is why our digital self-help tools are trusted, relevant and easy to use.

Available for free anytime and pretty much anywhere, 132,000 people in Australia access ReachOut every month. That's more than 1.58 million each year.

About the role

To support ReachOut's 2020 vision, are seeking a Supporter Engagement expert to join our marketing and fundraising team. Key responsibilities include growing individual supporter's income through appeals and newsletters, growing community fundraising income with a key focus on the successful delivery of key projects: Laps for Life; Raise Dough and 3rd party events like City 2 Surf. In addition, this position will develop a calendar of experiences to engage and inspire our supporters.

This role provides ongoing information to our supporters, proactively contacting supporters to increase their retention, as well as providing fundraising support to manage their requirements and the high satisfaction ratings of supporters.

Not only will you interact with our supporters daily, you will also work with third party suppliers, building and developing relationships to ensure we have the greatest impact for



the young people ReachOut helps.

If you are self-motivated, can connect with people, have a high level of attention to detail and meet the following selection criteria, we look forward to hearing from you.

Your key responsibilities are:

- Development and implementation of digital and direct mail communications journey to inspire supporters to give via appeals and newsletters.
- Development and delivery of supporter engagement activities including three key events: Laps for Life; Raise Dough; and ReachOut's Annual Supporter Thank You event.
- Engage new supporters, new community groups and new corporate partners in community fundraising activities. The corporate partnership manager will support on identifying the communications our partners need for this engagement,
- Proactively contact supporters to increase conversion and retention opportunities
- Respond to enquiries, send out fundraising packs and liaise with supporters who have undertaken fundraising events for us.
- Provide support for fundraising events and activities, including speaking at events when necessary.
- Maintain the database (Salesforce), ensuring integrity of supporter information, and providing regular reports on event performance.
- Use numerous fundraising platforms (e.g. Raisley, Everyday Hero and GoFundraise) efficiently to leverage opportunities in external events, and to create portals for internally run campaigns.
- Report on income and ensure all funds are allocated correctly.
- Undertake any other task within the scope of the role/function as directed by the National Relationships Manager or Director Marketing & Fundraising.

You work closely with:

With	Purpose
1. National Relationships Manager	The Manager provides ongoing leadership, management and support
2. Fundraising & Marketing team	Participate as a positive and contributing team member working together to support engagement & sustainability
3. Broader organisation	Profile projects to demonstrate impact
4. External Stakeholders	

To be successful in the role, you need:

- A positive, outgoing, resilient personality
- Project Management / Individual Supporters Management / Event Management / Community Fundraising skills
- Excellent interpersonal skills, with the ability to liaise and coordinate activities with both internal and external stakeholders



- Great verbal and presentation skills, with an ability to promote fundraising in a compelling manner
- Good writing and editing skills with the ability to constructively critique copy and creative produced by others
- To be a self-starter with an ability to prioritise and work to tight deadlines
- A creative and flexible approach to problem solving
- To have strong attention to detail
- An appetite to work autonomously, but also be a team player, generous with your time and skills
- To show a commitment to ReachOut Australia's values and behaviours including working in partnership with young people

We also think it would be useful to have:

- Salesforce experience
- An understanding and interest in social media/digital marketing
- Experience in sales or a customer focused role
- Good computer literacy across a range of programs including email systems, InDesign