

# Direct & Digital Fundraising Manager

August 2020

<b>Reporting to:</b>	Director of Marketing & Fundraising	
<b>Direct Reports:</b>	Database Manager	
<b>Status:</b>	Permanent	Full Time We support flexible working. Please talk to us about what you want.
<b>Salary range:</b>	Depending on experience	
<b>Location:</b>	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 2023 vision, we have created a new senior role of Direct & Digital Fundraising Manager who will be responsible for the development and implementation of a strategy to grow revenue from individual supporters.

Using direct marketing channels (including digital, telemarketing, email and direct mail), the successful candidate will use their strategic thinking to develop an annual plan of activities designed to acquire new supporters and event participants, reactivate lapsed supporters, and communications to retain and upgrade existing supporters.

Project managing ReachOut's successful virtual event Laps for Life will be a key component of the role to continue to grow our database of engaged youth mental health supporters and guide them to other ways of supporting ReachOut, including via e-news, appeals and regular giving.



**Your key responsibilities are:**

**Meeting short term and long term financial objectives by:**

- Develop and implement ReachOut's individual giving fundraising strategy;
- Develop an annual plan to grow ReachOut's individual supporter program, with a specific focus on regular giving growth and integrated supporter journeys with fundraising, communications and impact updates;
- Responsible and accountable for the fundraising revenue and acquisition targets for new individual supporters and event participants;
- Project manage ReachOut's Laps for Life online fundraising event (March), including activation of the wider marketing and fundraising team on things like lead generation, automated supporter journeys and our corporate partners' support of the event.
- Design and implement integrated campaigns for mental health advocacy and fundraising purposes;
- Guide and manage the Database Manager to provide an organisational wide consistent use of Salesforce, and develop appropriate data strategies to support revenue growth;
- Oversee budgets and expenditure to meet fundraising targets;
- Develop a campaign reporting system to enable ROI analysis of direct and digital fundraising activities;
- Manage relationships with 3<sup>rd</sup> party suppliers, payment platforms and fundraising agencies;
- Work in close collaboration with the wider Marketing and Fundraising team to implement supporter campaigns that have the highest impact for ReachOut;
- Networking with peer organisations and actively participating in key fundraising communities to maintain up to date knowledge of current and emerging fundraising trends.

**Sustaining and growing existing relationships by:**

- Implementing an engagement strategy for new and existing individual supporters and community event participants to ensure they are kept up to date with ReachOut's research, innovations and achievements;

**In order to achieve the above effectively you will:**

- Deliver reporting and financial budgets and forecasts
- Play a key role in the achievement of the overall fundraising strategy
- Manage budgets and database information

**You work closely with:**

<b>With</b>	<b>Purpose</b>
1. Director of Marketing & Fundraising	The Director provides ongoing leadership, management and support
2. Engagement & Sustainability Team	Participate as a positive and contributing team member working together to support marketing and fundraising activities

3. Senior Marketing Manager	Transition of project management Laps for Life online event
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**To be successful in the role, you need:**

- Demonstrated experience and success in the strategy development, implementation and administration of successful fundraising campaigns and appeals;
- Recent experience across multiple channels including digital, direct mail, email, telemarketing for acquisition, renewal, upgrade, and regular giving;
- Strategic thinker with experience analysing trends, performance and generating insights with experience working with a CRM;
- Demonstrated experience in data segmentation and analysis to inform strategy and post campaign evaluation and ROI analysis
- Excellent writing skills with the ability to take complex information and make it easy to understand and compelling for funders
- A proven track record of strong organisational skills including planning, budgeting, and record-keeping
- Excellent verbal and presentation skills
- Proven track record in staff management
- Superior time and project management skills with the ability to manage multiple tasks and deliver outcomes within agreed time frames
- Self-motivated
- Creative and flexible
- Strong attention to detail
- Ability to take direction as well as work autonomously
- A team player, generous with your time and skills
- 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
- Relevant tertiary qualifications