

# Digital Fundraising Coordinator Position Description

<b>Reporting to:</b>	Digital Performance Marketing Manager	<b>Work location:</b>	Melbourne / Remote
<b>Department:</b>	Supporter Engagement	<b>Budget holder:</b>	No
<b>Team:</b>	Fundraising	<b>Direct reports:</b>	0

## Here you'll make a difference

The Digital Fundraising Coordinator supports the coordination and implementation of Digital Performance Marketing activities and the Community Fundraising program for Save the Children, to achieve its major fundraising and workplace giving targets annually. The role supports the Digital Performance Marketing Manager in identifying and developing new digital fundraising opportunities, the creation of engaging content, maintenance of a campaign calendar, and the day-to-day management and reporting of online platforms, including corporate workplace giving platforms. The Digital Fundraising Coordinator also works with the Supporter Services Team to provide the necessary support for community-led fundraising events and third-party fundraising.

## Here your skills will be valued

### Role requirements

- Support the Digital Performance Marketing Manager in the coordination, execution and ongoing optimisation of all SCA digital fundraising campaigns
- Support the development of new digital fundraising opportunities to grow fundraising income and engage supporters
- Support with administration, reporting and data analysis of digital fundraising, online and offline community fundraising and workplace giving to help improve campaigns and identify opportunities
- Lead on the delivery of the community fundraising campaigns, including Christmas, fitness events, gifts in memory and celebration opportunities, to ensure revenue targets are met
- Effectively steward community fundraisers, universities and exclusive workplace giving partners to ensure excellent donor experience and maximise lifetime value
- Build and maintain fundraising websites for new and existing community fundraising and workplace giving campaigns, events, including during emergencies
- Oversee websites of community fundraising and workplace giving donors including the data integrity of 3rd party platform imports, DMP records and month end journals
- Work with internal and external creative and digital stakeholders on the development and execution of online and offline content, including accurate and relevant community fundraising resources
- Work with internal Supporter Care team on the management and response to community fundraising enquiries (phone and email) and communications to community fundraisers
- Maintain effective relationships with key internal and external stakeholders, including our digital agency partner, the Brand & Comms Team and third-party fundraising platform providers and partners
- Work toward and meet agreed income targets, campaign results to clients and other KPIs. Report monthly on progress, identifying trends, opportunities and risks
- Establish and maintain Campaigns Calendar to effectively track online activity across the SE Department

### Health, safety, security and risk management

- Be a role model for safety and security and comply with all workplace safety policy, procedure, work instructions and training
- Act safely at all times

- Report all incidents, injuries and potential hazards in a timely manner
- Participate in, and contribute to, health and safety awareness and improvements
- Be aware of, document and manage the risks associated with your team's programs and workplaces and ensure appropriate elimination or mitigation measures are applied

#### **Child protection and safeguarding requirements**

- Maintain a child safe environment at the workplace and safeguard children's rights, acting in the best interests of children at all times
- Comply with the [Child Safeguarding Policy](#) & [Code of Conduct](#)
- Demonstrate the highest standards of behaviour towards children in both your private and professional life
- Never abuse the position of trust that comes with being a part of the Save the Children family
- Maintain a safe and positive relationship at all times when working with children and young people
- Respond to any concerns for the safety or wellbeing of a child in a program in accordance with internal reporting processes

#### **All roles at Save the Children contribute to our impact for children.**

At Save the Children, every role, whether in our programs or support services, plays a vital part in our impact for children. We are committed to creating a positive impact on the lives of children and their communities, and we value the contributions of every team member in achieving this vision.

#### **Here you'll belong**

---

It takes all types of people to do the challenging work we do. Here are some of the specific skills and experiences you'll bring in this role:

##### **Essential knowledge or experience**

- 12 months+ of fundraising, digital marketing, membership-based customer service or donor stewardship experience
- Experience using various third-party advertising and fundraising platforms
- Experience using Canva or other content creation software
- Ability to work to agreed annual plans and achieve KPI's
- Ability to effectively prioritise a varied workload and manage multiple stakeholders
- Ability to produce briefs for the development and execution of communications
- Strong interpersonal and relationship management skills
- Strong time management and organisations skills
- A team player that is highly supportive of the Save the Children brand and values

##### **Desirable knowledge or experience**

- Knowledge of a membership-based CRM
- A demonstrated understanding of building marketing campaigns and audiences

#### **Additional Information**

---

- Any offer of employment at Save the Children Australia will be subject to a satisfactory National Police Record Check and a Working with Children Check
- Employees must sign on to Save the Children Australia's Child Safeguarding Policy and Code of Conduct
- Ongoing performance and employment will be measured against KPIs, values and demonstrated behaviours outlined above
- Save the Children Australia is an Equal Opportunity Employer

**Driver's Licence:** Not required    **Travel:** Not required

**Working with Children Check:** Required    **Assets:** Tools of trade