

# Direct Marketing Specialist (Gifts in Wills) Position Description

<b>Reporting to:</b>	Gifts in Wills Manager	<b>Work location:</b>	Carlton, VIC
<b>Department:</b>	Supporter Engagement	<b>Budget holder:</b>	No
<b>Team:</b>	Fundraising	<b>Direct reports:</b>	Nil

## Here you'll make a difference

*At Save the Children Australia, we attract bright and big-hearted people who are inspired to make a difference. Together, we are fearless in our pursuit of making lasting change for the children and communities who need it most.*

The Direct Marketing Specialist (Gifts in Wills) will have a focus on direct marketing in the implementation of our Gifts in Will strategy and campaigns across multiple channels. This is a key role which relies upon solid experience in direct marketing and campaign management activities including telemarketing. Exceptional stakeholder management, budget tracking and reporting will also be essential to the role.

The role also includes donor care and relationship management both directly and through the coordination of internal and external supporter engagement as well as with suppliers.

## Here your skills will be valued

### Role requirements

- Plan, schedule and implement the program's strategic Gifts in Wills Direct Marketing acquisition and conversion campaigns
- Provide regular reporting on Gifts in Wills Direct Marketing campaigns to continually improve analysis, evaluations, segmentation and implement testing to improve result
- Manage data integrity for the Gift in Wills pipeline including import and export queries, qualifying web leads, and maintaining the moves management pipeline.
- Identify new prospects through analysis and segmentation from the donor profiling undertaken in the database
- Develop and prepare copy writing briefs for the Marketing team or external consultants for Gifts in Wills Direct Marketing campaigns
- Work with the Digital team to develop digital/online Gifts in Wills content (such as blogs and social posts) to acquire and engage new prospects
- Develop, activate, and coordinate the telemarketing campaign for Gifts in Wills prospect acquisition and conversion Manage relationships with relevant external providers, suppliers and consultants in relation to Gifts in Wills Direct Marketing objectives
- Assist with development of offline and online brand marketing and acquisition collateral for Gift in Wills program
- Liaise with the Supporter Engagement team and wider colleagues to deliver targeted Gifts in Wills Direct Marketing campaigns in consideration of broader campaigns and goals
- Support the Gifts in Wills Manager in the development and implementation of new channels for acquisition

### 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**

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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**

- Demonstrated experience and success in direct marketing campaigns including print, digital, surveys and telemarketing
- Knowledge and understanding of the principles of Gifts in Wills solicitation and stewardship
- High level of communication and interpersonal skills including the ability to create and foster collaborative and productive relationships with internal and external stakeholders
- Solid understanding of segmentation approaches and experience of managing data-driven marketing campaigns
- Demonstrated experience in analysing data, monitoring and evaluation, and implementing learnings
- Sound knowledge of large databases and adhering to the policies and procedures of surrounding data management
- Exceptional communication, collaboration, and negotiation skills
- Excellent project management, time management, and problem-solving skills
- Strong program reporting and analytical abilities, ideally in the area of Direct Marketing and Gifts in Wills fundraising

#### **Additional Information**

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- 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:** Nil required

**Working with Children Check:** Required    **Assets:** Laptop