

Head of Fundraising & Marketing

PURPOSE OF THE POSITION

You develop, implement and monitor fundraising and marketing activities for ChildFund Australia in close collaboration with the Public Engagement Director. You understand data driven, relationships, acquisition, retention, regular giving, campaign and emergency fundraising. You lead and support ChildFund Australia's fundraising team leaders, i.e. Digital and Direct Marketing, Philanthropy and the Regular Giving. You also work collaboratively with the Communications and Supporter Relations teams within the Public Engagement Department. Your role also works with Finance, Data Analytics & Innovation, Human Resources and Program teams to achieve the best outcomes for ChildFund Australia.

KEY DUTIES

- Increase revenue and diversify income sources and products through acquisition of regular and single giving donors (including street fundraising, telemarketing, DRTV, philanthropic, community, corporate, bequests, direct mail, and digital marketing activities);
- Analyse data, access reports and apply analytics to improve the fundraising strategy, increase income and reduce attrition of supporters;
- Develop and manage the marketing and fundraising budgets;
- Overview large-scale multi-channel campaigns;
- Monitor planning, implementation and reporting;
- Line manage the 3 fundraising teams and enable and empower them to reach targets;
- Lead and model effective teamwork within the Public Engagement Department and the wider organisation;
- Active member of the ChildFund Australia Senior Management Team;
- Ensure all fundraising materials and activities comply with relevant national and state fundraising legislation and Australian Privacy Policy, meet ChildFund Australia's style guide and child protection and consent policies as well as comply with ACFID, DFAT, PFRA and FIA's Code of Conduct guidelines.

QUALIFICATIONS & EXPERIENCE

- Tertiary qualifications in relevant discipline;
- Proficient in budget forecasting and monitoring;
- Significant experience in single and regular giving acquisition programs;
- Significant experience in a digital and direct fundraising/marketing;
- Understanding of relationship, corporate and major donor fundraising;
- Significant experience in managing teams and campaigns;
- Experience managing multi-channel marketing campaigns;
- Ability to manage suppliers.

DESIRABLE

- Understand development, in country context and child focused development.

Remain alert and responsive to any child safeguarding risks, acquire relevant knowledge and skills which will enable you to promote strong safeguarding practices, understand the child safeguarding policy and procedures, and conduct yourself in a manner consistent with the Child Safeguarding Policy.

SKILLS

Strong and versatile leader, supporting team members to achieve goals and develop capacity

Data-savvy and up-to-date with the latest trends and best practices in fundraising and marketing

Creative thinker and motivator, energetic, with an entrepreneurial spirit

Digital marketing, with a solid understanding of fundraising acquisition techniques

CHILDFUND AUSTRALIA'S CORE COMPETENCIES

Commitment to ChildFund Australia's mission and vision, as well as our values: teamwork; effective communication; accountability and integrity; adaptability and flexibility.

Department: Public Engagement

Team: Fundraising and Marketing

Location: ChildFund Australia, Level 8, 162 Goulburn Street, Surry Hills NSW 2010

Employment: Full-time, Initial two-year employment agreement, with option to extend upon mutual agreement.

Reports to: Public Engagement Director

Other Information:

- The successful candidate must have the current right to work in Australia
- Adherence to ChildFund Australia policies and procedures is required





ORGANISATIONAL CONTEXT

ChildFund Australia is an independent and non-religious international development organisation that works to reduce poverty for children in developing communities. We work in partnership with children and their communities to create lasting change by supporting long-term community development, responding to humanitarian emergencies and promoting children's rights.

ChildFund Australia implements programs with a range of local partners in **Cambodia, Laos, Myanmar, Papua New Guinea, Timor-Leste, Vietnam, and other Pacific nations**, and manages projects delivered by partner organisations throughout Asia, Africa and the Americas. Our work is funded through child and community sponsorship, government grants as well as donations from individuals, trusts and foundations, and corporate organisations.

ChildFund Australia is a member of **the ChildFund Alliance** – one of the world's oldest and most experienced child-focused development agencies. With a global network of 11 organisations, the ChildFund Alliance assists more than 14 million children and families in over 60 countries.

HOW WE VALUE YOUR CONTRIBUTION

Remuneration Package

We aim to provide an overall remuneration package that is attractive and fair. Our remuneration framework ensures that we align to employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment conditions that are appropriate to our sector.

Leave

You will have access to 20 days of paid annual leave (pro-rated for part-time employees). You are also entitled to personal/carer's leave, paid parental leave, long service leave and bereavement leave.

Flexible Working Arrangement

You will have access to flexible working arrangements. We encourage a culture of flexibility and enable conversation between yourself and your manager about maintaining work-life balance.

Salary Packaging

You will be eligible to salary packaging. As a Non-Governmental Organisation, our staff are eligible for salary sacrificing. The Australian Taxation Office (ATO) allows us to reimburse you for your personal expenses without having to pay any income or fringe benefits tax that would normally be payable. These tax concessions are in additions to the income tax free threshold.

Employee Assistance Program

In case you need help with personal, family or employment related matters you and your family will have access to free external, professional and confidential counselling assistance.

Learning and Development

Our approach to learning and development will enable you to have the information, skills, and knowledge needed to do your job and to grow in your position. We build the capacity of our people and support you with on-the-job experience, coaching and formal training.

OUR VISION: A global community, free from poverty, where children are protected and have the opportunity to reach their full potential.

OUR MISSION: We work in partnership with children and their communities to create lasting and meaningful change by supporting long-term community development and promoting children's rights.

At ChildFund Australia you will be contributing to every child being able to say: "I am safe. I am educated. I am heard. I have a future."