

Acquisition Specialist

Building and maintaining a robust pipeline of new individual donors is critical the success for ChildFund Australia overall fundraising program. In this role you will support the development and implementation of an innovative multi-channel acquisition strategy to achieve ambitious regular giving and cash donor acquisition targets while ensuring sustainability and maximum return on investment.

Key Duties

- Manage and develop all aspects of acquisition and conversion programs across all channels
- Working closely with Digital Specialists to support the development and implementation of effective lead generation and single gift activities
- Support the development and utilization of data insights, to better understand who our new donors are and how we can optimise our acquisition strategy
- Working alongside the Senior Acquisition Specialist ensure our single giving and lead generation offerings are being effectively converted to regular giving across telemarketing and direct mail
- Drive the implementation of new fundraising channels in conjunction with the Individual Giving Manager
- Assist with the implementation and execution of campaign communications to audiences through phone, face-to-face, direct mail, digital, and SMS
- Manage tasks with internal and external stakeholders including designers, copy writers, mail houses, direct marketing agencies, data vendors, and digital platforms
- Provide support in other areas of Individual Giving as required
- Promote and integrate gender equality, disability, and social inclusion into day-to-day work

Qualifications & Experience

- Qualifications in a relevant discipline such as fundraising, marketing, communications, project management, or demonstrated transferable skills in a similar role
- 3+ years' experience in a similar fundraising role
- Experience in managing projects and campaigns from concept to completion
- Experience working in a results-oriented environment and drawing meaningful conclusions from data
- Demonstrated internal stakeholder management across different functions and levels

Desirable

- Tertiary qualifications in Marketing, Business, Fundraising, or another relevant discipline
- Hands-on experience with Salesforce CRM & Marketing Cloud

At ChildFund Australia, all staff must remain alert and responsive to any child safeguarding or sexual exploitation, abuse, or harassment (SEAH) risks. Staff will acquire the knowledge and skills needed to understand our Child Safeguarding and PSEAH policies & procedures, promote strong safeguarding practices, and conduct themselves consistent with these policies.

Skills & Qualities

- Excellent communication and interpersonal skills with an ability to develop strong relationships
- Highly organised and self-motivated, with the ability to handle multiple tasks and deadlines
- Critical thinker who seeks opportunities to streamline processes and improve performance
- Analytic skills with an ability to draw meaningful conclusions from results and data trends
- Confident and inspiring trainer with good presentation skills

Childfund Australia's Values

Respect, Integrity, Collaboration, Change, Empowerment & Excellence

Department: Fundraising, Individual Giving
Location: ChildFund Australia, Level 8, 162 Goulburn Street, Surry Hills NSW 2010
Employment: Full-time
Reports to: Individual Giving Manager
Other Information: Must have working rights in Australia.
Please apply at: <https://www.childfund.org.au/work-with-us/>





ORGANISATIONAL CONTEXT

ChildFund Australia is an independent international development organisation that works to reduce poverty for children in developing communities. We partner to create community and systems change which enables vulnerable children and young people, in all their diversity, to assert and realise their rights.

Our vision is a world without poverty where all children and young people can say: “I am safe. I am educated. I contribute. I have a future.”

ChildFund Australia directly manages and 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 – a global network of 11 organisations which assists almost 36 million children and their families in 70 countries. ChildFund Australia is a registered charity, a member of the Australian Council for International Development, and fully accredited by the Department of Foreign Affairs and Trade which manages the Australian Government’s overseas aid program.

HOW WE VALUE YOUR CONTRIBUTION

Remuneration

We provide a remuneration package that is attractive and fair; our remuneration framework ensures that we are aligned with 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

ChildFund Australia is supportive of flexible working arrangements; we encourage a culture of flexibility and encourage conversation between yourself and your manager about maintaining work-life balance. If the role allows, employees can choose to work up to 50% from home.

Salary Packaging

As a not-for-profit organisation, our employees are eligible for salary packaging. The Australian Taxation Office (ATO) allows us to reimburse you for some of 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. UPRISE, our EAP system, combines multiple wellbeing initiatives to support your mental health and resilience.

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 world without poverty where all children and young people can say: “I am safe. I am educated, I contribute. I have a future.”

OUR MISSION: We partner to create community and systems change which enables vulnerable children and young people, in all their diversity, to assert and realise their rights.

At ChildFund Australia you will be contributing to our programs which protect, educate, and empower children and young people.