

Retention Specialist

You will help maximise the retention and value of ChildFund Australia's individual giving supporters by undertaking campaign management of existing retention programs, developing and testing new retention and engagement strategies, and improving the supporter experience. You will have a key role in the organisation ensuring that donors feel appreciated, engaged and understand their impact on ChildFund Australia's mission. You will provide a high-quality experience for regular donors that will increase retention, lower attrition and ultimately inspire an increase of regular donations from a highly engaged community of donors.

Key Duties

- Developing, testing, implementing and monitoring of data-led retention strategies and tactics maximise retention, improve supporter experience & increase donor lifetime value
- Manage external suppliers and internal stakeholders to achieve key performance indicators for retention campaigns
- Liaise with internal stakeholders to identify and improve business processes that impact supporter retention, consulting with supporters whenever possible
- Champion best practice in supporter experience, supporter care and data hygiene throughout organisation
- Lead the strategy and implementation of the annual tax receipt campaign, managing multiple stakeholders and mitigating attrition
- Working alongside the Senior Digital Specialist ensure welcome journeys are implemented correctly and revisited periodically to maximise retention
- Assist in implementing data collection initiatives around supporter experience, motivations, behaviours and attitudes
- Actively manage assigned campaigns and suppliers within agreed annual budgets and to time frames
- Report on results of key campaigns and new initiatives
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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.

Qualifications & Experience

- Tertiary qualified, preferably in marketing or business
- 3 to 5 years' experience in a retention/fundraising role
- Sourcing and analysis of data to develop, test and evaluate strategies and tactics to meet key performance indicators
- Project and campaign management, including planning, implementation, budget management, monitoring & evaluation
- Delivery of campaigns via direct mail, digital (email, SMS, website, social media) and telemarketing channels
- Demonstrated internal stakeholder management across different functions and levels
- Business process troubleshooting and improvement
- Proficient with standard software applications

Desirable

- Advanced Excel skills.
- Supplier management of creative agencies, fulfilment houses and telemarketing agencies
- Sound understanding of F2F acquisition channel
- Hands-on experience with Salesforce CRM & Marketing Cloud
- Familiar with customer experience & human-centred design

Skills & Qualities

Solutions-oriented

Excellent stakeholder management with strong interpersonal and communication skills

Ability to source, interpret and develop strategies from donor data

Highly organised, effective under pressure, proactive & improvement focused

Highly committed, motivated, and reliable

Strong team player, supporting organisational goals

Copywriting 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.

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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.