

POSITION DESCRIPTION

Role:	Fundraising Campaigns Coordinator
Employment Type:	Permanent, Full-Time
Business Unit/Branch:	Innovation and Impact
Position reports to:	Fundraising Manager
Award Classification:	SCHADS Level 3
Salary range:	\$70,000 - \$80,000
Direct Reports:	Nil
Location:	Melbourne, VIC / Sydney, NSW
Company overview:	<p>SANE is Australia's leading NGO for complex mental health. We are a medium-sized organisation (100 people with 60 volunteers) but we are driven, passionate and engaged. Our vision is an Australia where people affected by complex mental health issues live long and fulfilling lives, free from stigma and discrimination.</p> <p>We provide unique mental health services to those most in need, including counselling, peer support, groups, online forums and art programs. In addition, we educate, reduce-stigma, advocate and drive systemic change.</p>
Position contact:	Name: Antoinette Gibson Email: Antoinette.gibson@sane.org

POSITION PURPOSE

Fundraising Campaigns Coordinator is focussed on growth of income and donor acquisition in the key support areas of appeals, regular giving and peer to peer fundraising at SANE. The incumbent will further plan the activity and deliver on the fundraising calendar as set in SANE's Fundraising Strategy, supporting SANE's Vision, Goals and Strategic Plan. The role will also monitor the fundraising inbox, phone line and ensure daily, weekly and monthly processes are undertaken as per the donor care procedures, receipting and direct deposit gifts from our finance team.

SANE welcome's applications from people with their own lived experience of mental health issues or caring, who have the relevant experience and capabilities to apply.

KEY FUNCTIONS

Key Relationships

- Internal teams: Including fellow Impact and Innovation team members, finance and marketing and communications team members as well as senior leaders.
- External Including prospects, donors and fundraising and other suppliers.

Key Accountabilities

- Successful delivery of appeal and regular giving campaigns as per fundraising calendar on time and to budget to raise SANE's profile, acquire and retain donors increase income as per fundraising strategy.
- Implement campaigns utilising various channels including mail, phone, SMS email, radio and digital to acquire, convert, upgrade, retain and reactivate donors.
- Work collaboratively across the team to develop and coordinate campaigns, including SANE's marketing team and suppliers. Deliver activities in any other agreed channels including digital, radio, outdoor and print collateral for internal and external audiences.
- Prepare briefs, debriefs, as well as edit and proof copy and coordinate sign off for print, scripts, digital content and other mass market fundraising channels.
- Effective stakeholder and supplier management and stakeholder engagement as required to produce campaigns.
- Provide exceptional donor service, ensure daily, weekly and monthly donation processing is complete, procedures and receipting are up to date, monitor fundraising inbox and incoming calls, ensure donation and donor details are inputted correctly and up to date. Update donor care procedures and generally advocate for a donor-centric culture.
- Ensure continual growth of fundraising income through creation and improvement of supporter journeys, acknowledgement, and care.
- Create and produce monthly reporting utilising agreed key metrics, budget tracking, forecasting and input into the annual departmental budget and adhere to sign off processes.
- Working cooperatively within the Fundraising Team and other members of the Innovation and Impact Team, supporting others to achieve their program goals and objectives. Participate in team meetings, training and other relevant forums as required.

ESSENTIAL REQUIREMENTS

Skills & Expertise

- Experience in single giving, regular giving and peer to peer campaign creation, briefings, quotes, execution and post campaign analysis. Including gathering content, case studies, writing copy, scripts and other promotional materials.

- Understanding of key fundraising practices and metrics including measuring; acquisition, response rates, giving levels, attrition and ROI, particularly in single giving and regular giving programs.
- Developing and delivering campaign reports, segmentation, personalisation and using data insights to drive campaign results.
- Developing activity budgets and delivering appeals, regular giving campaigns.
- Strong project management, communication, coordination and administrative skills and experience conducting multiple fundraising channels simultaneously to drive income.
- Excellent computer skills across the Microsoft Office suite including Microsoft Excel.
- Strong organisational abilities and interpersonal communication skills and the ability to work to strict deadlines and meeting and exceeding targets.
- Demonstrated understanding of, and commitment to, SANE's Vision, Goals and Strategic Plan and champion these internally and externally.
- Ensure compliance with legislation, contract and policy requirements in your day-to-day work in order to meet the organisation's audit, contract and fundraising registration and audit obligations.
- Undertake FIA Code of Conduct Training. Adhere to the Fundraising Institute of Australia Code and related laws and federal and state compliance areas that affect fundraising, data collection and marketing.
- To abide by organisation policies, code of conduct and practice and to work within a framework of equal opportunity and anti-discrimination practice.
- To assist with the delivery of SANE events and other projects as directed.

Qualification and Experience

- o 2-years of experience delivering campaigns in a non-profit setting

HIGHLY DESIRABLE

- Experience with Sales Force database is highly desirable, or related CRM database
- Experience with Campaign monitor and third-party peer to peer platforms (Raisely, Grassrootz highly desirable)
- A passion and interest in mental health.
- Tertiary qualifications in marketing, communications or non-profit studies or related area.

PRE-EMPLOYMENT CHECKS

All appointments to SANE are subject to Reference Checks, Criminal Record Checks and a Working with Children Check.

Date PD Adopted:	January 2023
PD Review Date:	January 2025