

POSITION DESCRIPTION

Fundraising Campaigns & Appeals Coordinator



DEPARTMENT Australian Program Team

LOCATION TEAR's National office, Blackburn, VIC

REPORTS TO Head of Fundraising

DIRECT REPORTS None

TYPE 4 days per week

LAST UPDATED August 2019

POSITION PURPOSE

TEAR Australia's Fundraising Campaigns & Appeals Coordinator will be instrumental, working alongside the Head of Fundraising, on the acquisition and retention of donors through compelling direct marketing appeals and campaigns. The Fundraising Campaigns & Appeals Coordinator will be expected to design appeals with sophistication using segmentation, messaging, visual identities and value propositions strategic to evidence-based SWOT-informed analysis. The Fundraising Campaigns & Appeals Coordinator will manage seasonal appeals, to meet objectives, deadlines, and budgets across a variety of channels.

The Fundraising Campaigns & Appeals Coordinator will build and manage strong relationships with external suppliers (including printers, mail houses etc.), and with internal teams, especially the Australian Program Team (APT).

POSITION ACCOUNTABILITIES

RESPONSIBILITY	OUTCOME	
TEAR MISSION AND VALUES		
This position supports TEAR's Australian program strategy to inspire and empower Australian Christians to respond to poverty and injustice.	Strategies are implemented that improve the experience of supporters engaging with TEAR and our supporter base is growing in their knowledge and response to global poverty.	Essential
Strategy & Planning <ol style="list-style-type: none"> Contribute to the annual Fundraising Plan Collaborate with wider APT work teams aligning direct marketing activities with agreed communications and objectives 	<ol style="list-style-type: none"> Activity Plans are produced for each key campaign and appeal articulating: <ul style="list-style-type: none"> Objectives incl. income and supporter development Resources Budget Key TEAR fundraising objectives incl. supporter retention, acquisition, reactivation, upgrade are prioritised in campaigns and appeals 	20%

<p>Implementation</p> <ol style="list-style-type: none"> 1. Project manage agreed appeals and campaigns from design to review 2. Create compelling content 3. Provide direct marketing support to wider APT 	<ol style="list-style-type: none"> 1. Agreed campaigns and appeals are designed and delivered to prioritised audiences 2. Marketing elements incl. brand identity, messaging, visual assets, value proposition, channels are incorporated into marketing campaigns 	<p>60%</p>
<p>Performance measurement & Reporting</p> <ol style="list-style-type: none"> 1. Campaigns and appeals have clear income and supporter development objects and metrics 2. Report on agreed metrics and return on investment 	<ol style="list-style-type: none"> 1. Collaborate with key internal stakeholders to provide robust visibility to: <ol style="list-style-type: none"> a. Return on expenditure b. Progress to Plan on supporter development 2. Provide accurate, relevant and timely insights in an agreed format to inform and shape future strategy and campaign activity 	<p>10%</p>
<p>Learning, Development & Leadership</p> <ol style="list-style-type: none"> 1. Proactively stay informed of best practice NFP marketing and fundraising 2. Provide thought leadership in marketing and fundraising theory and practice for TEAR staff 	<ol style="list-style-type: none"> 1. Read fundraising and marketing sector periodicals, reports 2. Participate in formal and informal learning opportunities to discover new, emerging and established principles to effectively engage supporters 3. Share marketing and fundraising insights with colleagues on a regular basis that contribute to growing a healthy and sustainable fundraising program 	<p>10%</p>
<p>Team Participation</p> <ol style="list-style-type: none"> 1. Provide insight to team supervisor about TEAR's fundraising communications and progress on achieving campaign goals. 2. Work collaboratively with peers towards shared vision. 3. Contribute to organisational culture and inspiration 	<ol style="list-style-type: none"> 1. Your supervisor is kept informed of progress and in touch with the views and opinions of the supporter community. 2. Actively participate in regular team meetings, contributing to the co-creation of team culture, innovation and creativity. 3. Participate in, and/or lead staff devotions as part of a roster. 	<p>All the time</p>

POSITION REQUIREMENTS

MUST HAVE	<ul style="list-style-type: none">○ Understanding and strong commitment to TEAR's Christian ethos and values, and ability to communicate authentically with a predominantly Christian supporter base○ Several (i.e. 3+) years of direct marketing fundraising experience (ideally in direct mail and email) or commercial direct marketing exposure (prefer 5+ years of this type of experience)○ Demonstrated skills in project management, working to budget, and tight deadlines○ Experience managing third-party suppliers○ Demonstrated relationship management and negotiation skills with internal and external stakeholders○ Demonstrated ability to think analytically○ A great story teller with exceptional writing and editorial skills○ A demonstrated passion and ability in developing communication strategies and content for purpose
HIGHLY REGARDED	<ul style="list-style-type: none">○ Experience in the not-for-profit sector, especially aid and development and/or church sector○ Understanding of Christian principles in a development context

Everyone at TEAR is responsible for workplace safety both in terms of their own behaviour and taking action to resolve safety issues they become aware of.

The Fundraising Campaigns & Appeals Coordinator will at all times carry out her/his responsibilities with due regard to TEAR Australia's commitment to safeguarding children and vulnerable people in accordance with TEAR's Safeguarding Policies.

TEAR values diversity and each staff member is expected to demonstrate a commitment to gender equality.

KEY POSITION RELATIONSHIPS

Internal

- Head of Fundraising
- Australian Program Director
- Australian Program Leadership Team
- CEO
- Manager, Transformational Giving
- Manager, Communications and Education
- Digital Communications Coordinator
- Creative Director
- Web Administrator
- Supporter Journey Manager
- Supporter Journey Analyst

External

- Supporters
- External suppliers

TEAR MISSION

TEAR Australia is a Christian development, relief and advocacy organisation responding to global poverty and injustice.

Our vision is for a just and compassionate world in which all people have the opportunity to achieve their God-given potential.

We will

- *Inform, challenge and empower Australian Christians to make biblically-shaped responses to poverty and injustice.*
- *Support community-based Christian groups, churches and mission organisations around the world as they work holistically with poor communities in development, relief and advocacy.*
- *Adhere to biblical teaching, and evaluate our work and attitudes in its light.*
- *Maintain a low-cost administration regime in order to maximize the funds allocated to project partners.*

TEAR VALUES

As a faith-based Christian organisation, TEAR Australia seeks to adhere to biblical teaching and evaluate work and attitudes in its light. Consequently TEAR Australia aspires to the following values:

A commitment to the poor

A commitment to the whole person

A commitment to justice

A commitment to prayer

A commitment to relationships

A commitment to participation

A commitment to excellence

A commitment to learn from others

A commitment to collaboration

A commitment to accountability