

# Digital Fundraising Specialist

## Position

This position is within Head Office. It is part of the Engagement Team.

- ☒ This position reports to the Fundraising and Philanthropy Manager
- ☐ Reporting line may vary depending on location and service size
- ☒ This position does not have any direct reports ☐ This position may have direct reports, positions vary
- ☐ This position has the following direct reports:

This position is designated Band 5 under the Schedule of Authorities and Delegations

- ☐ This position is a budget holder ☒ This position has designated revenue targets
- ☐ This position is an Aboriginal & Torres Strait Islander identified position
- ☐ This position works directly with children and requires a working with children related clearance

## Purpose

The purpose of this position is drive fundraising revenue across our digital channels, including eDm, search, social and paid advertising. The role will be responsible for implementing compelling campaigns to recruit new financial supporters, retain current supporters, and support digital marketing efforts.

## Focus

To achieve this purpose, the position holder would typically:

- Manage the digital campaigns throughout the year, including appeals, with a primary focus on generating leads and acquiring new donor.
- Develop and execute digital acquisition strategies, such as two-step lead gen, working extensively with agencies to achieve fundraising objectives
- Implement the donor care journey across digital channels, cultivating strong relationships
- Ensure fundraising and campaign pages on website are up to date and optimized
- Maintain accurate and up-to-date record keeping in the CRM system
- Prepare and segment data for campaigns
- Provide post-campaign analysis to evaluate the effectiveness and impact of the campaigns.
- Develop a deep understanding of The Benevolent Society's services, operating environment, stakeholders and consumers by proactively engaging with stakeholders both inside and outside TBS

## Outcomes

When things are going well we would expect to see these outcomes:

- Digital Fundraising activities are attracting new donors and retaining new donors
- The donor base is growing and sustainable
- Improved retention of donors supported via great communication and great relationship management via the CRM and digital marketing platforms
- The tools are in place to support the business and allow a best practise approach to Fundraising.

**We work collaboratively with others, however this position works close closely with:**

**Relationships**

**Within The Benevolent Society:**

- Brand & Marketing team
- Business Development team
- Communications team
- Operational teams
- Support Centre
- Campaigns and Advocacy teams

**Outside The Benevolent Society:**

- Marketing suppliers and agencies

**To achieve the position purpose and outcomes the position holder will need to have:**

**Individual**

- 3+ years' experience in a similar fundraising and/or digital marketing role
- A good understanding of fundraising and how to engage supporters effectively  
Experience implementing digital fundraising campaigns across multiple channels such as social, search, paid advertising, eDm
- Ability to gather data and analytics to support our ongoing efforts to acquire and communicate with donors
- Ability to ensure accurate and comprehensive record-keeping within a CRM. This involves efficiently processing donations, managing donor communications, and maintaining up-to-date information to support effective donor stewardship
- Highly developed written communication skills
- Excellent time management and organisational skills; competent at juggling workload
- High competence in Microsoft Office (PowerPoint, Word, Excel, Outlook) and digital and web-based applications (e.g., Microsoft SharePoint)
- Experience using marketing and fundraising platforms and CRM (such as Salesforce, Pardot, Campaign Monitor)

**It is desirable they have:**

- Tertiary qualifications in Digital Marketing or similar
- Experience working with Funraisin or Raisely
- Google Marketing Platform, Google Analytics, Meta Ads Manager, Google Ads
- Understanding of the consumer directed care market in disability services and aged care

**This position may require some flexibility in terms of travel or hours of work:**

**Travel**

- ☒ Overnight travel/stays may be required
- ☐ Some weekend work may be required
- ☒ Some evening work may be required
- ☒ Travel between office locations/regions may be required
- ☐ Travel to clients (varied locations) may be required
- ☐ Use of own registered, insured motor vehicle for business purposes may be required
- ☐ Use of TBS pool cars may be required

All of us might need to travel occasionally to attend learning opportunities, meetings or other key events.

**Those with knowledge of this position say the things that might make your day are:**

**Context**

- Working with others to find solutions, especially when the solution might not be apparent initially
- Working 'hands on' with an award winning brand to develop marketing and digital strategy, campaigns and materials
- Being part of a rapidly growing, highly ambitious organisation with the ability to directly contribute to growing its reach and impact.

**Those with knowledge of this position say some key challenges you might experience are:**

- Managing stakeholder expectations and differing levels of understanding about digital fundraising and marketing
- Understanding the operational needs of a diverse business
- Pace and scope of change within the business and in the sector generally

Approvals	Approver	ED, Strategy & Quality	Date: 13 July 2023	Position Code:
	Review history	V1.0 Release		
	Alternate titles	Approved for use when advertising:		
	This Position Profile is not intended as an exhaustive description of the position, accountabilities or associated duties. The Benevolent Society may alter or adjust this Position Profile at any time.			