

Direct Marketing Specialist

The Position

The Direct Marketing Specialist is responsible for the planning and implementation of individual giving campaigns (appeals): warm and cold appeals (including middle donor appeals); donor care materials and liaising with the Key Relationships team on bequest marketing activity including surveys. This role is responsible for acquiring and driving lifetime value of supporters, as well as exploring and testing new channels for acquisition and retention.

Employer	The Wilderness Society	Department	Membership and Fundraising
Location	Sydney	Level	4
Tenure	Full time	Hours	37.5
Reports to	Direct Marketing Manager	Roles reporting to	N/A

Responsibilities

Key Responsibilities
<p>Direct Marketing Campaign Management</p> <ul style="list-style-type: none"> Plan and implement campaigns to acquire individual givers and drive lifetime value through a variety of channels including mail digital and telemarketing. Provide ideas to Direct Marketing Manager and research new channels for supporter acquisition and renewal Support the Direct Marketing Manager and Key Relationships team in the implementation of Bequest direct marketing acquisition and conversion campaign Responsible for ongoing regular giving retention and acquisition campaigns, excluding Face to Face. Actively seek opportunities to innovate or identify process improvement. <p>Budget management, reporting and campaign evaluation</p> <ul style="list-style-type: none"> Ensure all fundraising activity is delivered within agreed budgets and established timeframes. Prepare and provide regular campaign performance updates to key stakeholders Work with Direct Marketing Manager to undertake regular program evaluation for quality



improvement purposes and identify opportunities for development to maximise program performance.

- Adhere to and contribute to the review and development of Direct Marketing campaign program policies and procedures.

People and Communication

- Ensure effective and mutually beneficial relationships are developed and maintained through effective contribution to and communication with key internal and external stakeholders.
- Demonstrate a passion for our purpose through developing and maintaining effective internal relationships.
- Ensure all external interactions portray TWS as a professional and caring organisation with a passion for its purpose.
- Actively seek professional development.

Risk Management and compliance

- Support a safe and healthy work environment through participation in Work Health, Safety and Wellbeing initiatives
- Ensure organisational integrity by operating in accordance with legal and organisational requirements in relation to governance and compliance.
- Actively participate in the identification and mitigation of risks within the organisations risk management framework.

Knowledge and Skills

Essential	Desirable
<ul style="list-style-type: none">• Commitment to TWS values• Experience working in a fundraising role• At least three years' experience working in a similar role managing data-driven marketing campaigns• Demonstrated project management skills with the ability to manage multiple campaigns and support numerous stakeholders to successfully deliver business outcomes within defined timelines• Exceptional numerical and analytic skills with experience in budget monitoring, reporting and evaluation• Excellent written and verbal communication skills with strong attention to detail• Ability to work independently under minimal supervision and as a collaborative team member	<ul style="list-style-type: none">• Experience working in a not-for-profit organisation• Degree qualifications in Marketing, Communications or a related discipline• Sound working knowledge and experience using databases



Managing for Performance Process

Formal	Informal and Ongoing
<ul style="list-style-type: none">• Induction (4 weeks)• Probation (6 Months)• Performance Conversation (1 annually)	<ul style="list-style-type: none">• Team Meetings (fortnightly)• Manager & Employee One on One's (weekly)