

# Direct and Digital Fundraising Manager

August 2021

<b>Reporting to:</b>	Director of Marketing & Fundraising	
<b>Direct Reports:</b>	Database Manager, Supporter Engagement Coordinator	
<b>Status:</b>	Permanent	Full Time We support flexible working. Please talk to us about what you want.
<b>Salary range:</b>	Depending on experience	
<b>Location:</b>	Sydney	

We welcome applications from people with an Aboriginal or Torres Strait Islander background.

## About the organisation

ReachOut is the most accessed online mental health service for young people and their parents in Australia. Our trusted self-help information, peer-support program and referral tools save lives by helping young people be well and stay well. The information we offer parents makes it easier for them to help their teenagers, too.

We've been championing wider access to mental health support since we launched our online service more than 20 years ago. Everything we create is based on the latest evidence and is designed with experts, and young people or their parents. This is why our service is trusted, relevant and so easy to use.

Accessed by more than 2 million people in Australia each year, ReachOut is a free service that's available anytime and pretty much anywhere.

## About the role

To support ReachOut's 2023 vision, the Manager is responsible for developing and implementing a strategy to grow revenue from individual supporters, through online community events, appeals and regular giving.

Using direct marketing channels (predominately digital, telemarketing, email and direct mail), the successful candidate will use their strategic thinking to develop an annual plan of activities designed to acquire new supporters and event participants, reactivate lapsed supporters, and communications to retain and upgrade existing supporters.

ReachOut has two successful virtual events Laps for Life (national swim event) and Make A Move (a general health and wellbeing event to support Mental Health Month). A key component of the role will be to continue to grow these events, and inspire the database of engaged youth mental health supporters via e-news, appeals and regular giving.to support ReachOut in other ways.



## Your key responsibilities are:

### Meeting short term and long term financial objectives by:

- Developing and growing ReachOut's online community events program;
- Developing and implementing ReachOut's individual giving fundraising strategy;
- Developing an annual plan to grow ReachOut's individual supporter program, with a specific focus on regular giving growth and integrated supporter journeys with fundraising, communications and impact updates;
- Delivering the fundraising revenue and acquisition targets for new individual supporters and event participants;
- Project managing ReachOut's online fundraising events, including activation of the wider marketing and fundraising team on things like lead generation, automated supporter journeys and our corporate partners' support of the event.
- Designing and implementing integrated campaigns for mental health advocacy and fundraising purposes;
- Guiding and managing the Database Manager to provide an organisational wide consistent use of Salesforce, and developing appropriate data strategies to support revenue growth;
- Managing the Supporter Engagement Coordinator to inspire and engage online event participants, and wider donor base.
- Overseeing budgets and expenditure to meet fundraising targets;
- Developing a campaign reporting system to enable ROI analysis of direct and digital fundraising activities;
- Managing relationships with 3rd party suppliers, payment platforms and fundraising agencies;
- Collaborating closely with the wider Marketing and Fundraising team to implement supporter campaigns that have the highest impact for ReachOut;
- Networking with peer organisations and actively participating in key fundraising communities to maintain up to date knowledge of current and emerging fundraising trends.
- Demonstrating strong leadership and project management skills.

### Sustaining and growing existing relationships by:

- Implementing an engagement strategy for new and existing individual supporters and community event participants to ensure they are kept up to date with ReachOut's research, innovations and achievements;

### In order to achieve the above effectively you will:

- Deliver reporting and financial budgets and forecasts
- Play a key role in the achievement of the overall fundraising strategy
- Manage budgets and database information

### You work closely with:

With	Purpose
1. Director of Marketing & Fundraising	The Director provides ongoing leadership, management and support
2. Engagement & Sustainability Team (EAST)	Participate as a positive and contributing team member working together to support marketing and fundraising activities

### To be successful in the role, you need:

#### Technical skills

- Demonstrated experience and success in the development, implementation and administration of successful fundraising campaigns and appeals;
- Recent experience across multiple channels including digital, direct mail, email, telemarketing for acquisition, renewal, upgrade, and regular giving;
- Strategic thinking with experience analysing trends, performance and generating insights with experience working with a CRM;
- Demonstrated experience in data segmentation and analysis to inform strategy and post campaign evaluation and ROI analysis
- Excellent writing skills with the ability to take complex information and make it easy to understand and compelling for funders
- Proven track record in staff management
- Superior time and project management skills with the ability to manage multiple tasks and deliver outcomes within agreed time frames

#### Personal attributes

- Excellent verbal and presentation skills
- A proven track record of strong organisational skills including planning, budgeting, and record-keeping
- Self-motivated
- Creative and flexible
- Strong attention to detail
- Ability to take direction as well as work autonomously
- A team player, generous with your time and skills
- A commitment to ReachOut Australia's values and behaviours including working in partnership with young people

### We also think it would be useful to have:

- Salesforce experience
- Relevant tertiary qualifications