



Direct Marketing Coordinator POSITION PROFILE

PART A: POSITION DESCRIPTION

Position Title:	Direct Marketing Coordinator	Location:	Frenchs Forest
Group:	Aspect Fundraising	Reports to:	National Manager, Aspect Fundraising

Organisation Purpose

Vision	Mission	Values
The best opportunities for people on the autism spectrum	We work with people of all ages on the autism spectrum, delivering evidence-informed solutions that are person-centred, family-focused & customer driven	We are passionate about people, about being positive and about what's possible

Team Purpose

To implement Autism Spectrum Australia (Aspect)'s fundraising and communications strategies by fostering trust and confidence with a growing community of supporters and stakeholders

Position Purpose

Work with the National Manager, Aspect Fundraising and Direct Marketing Executive to implement Aspect's fundraising direct marketing strategy across direct mail, telemarketing, regular giving and digital programs. The focus of this role is on project coordination, agency and supplier management, content development and donor stewardship.

Outcomes

Key Result Area:	Requirements & Expectations	Success Indicators
Aspect Direct Marketing	<ul style="list-style-type: none"> • Support the National Manager, Aspect Fundraising and Direct Marketing Executive to implement the Direct Marketing strategy • Provide project coordination support to the Direct Marketing Executive for the day to day execution of the Direct Marketing program (warm and acquisition activities) for direct mail, telemarketing, regular giving and digital programs • Coordinate activities related to the regular giving program as required including sending out welcome packs to new supporters, data hygiene, overseeing the monthly donations process (gift debiting, failed payments follow-up), cancellations, reactivation and upgrades. • Implement the donor care strategy to retain, cultivate and upgrade Aspect's supporters • Assist Direct Marketing Executive with the creation and implementation of an internal communications plan to encourage organisation-wide support of Direct Marketing campaigns 	<ul style="list-style-type: none"> • Direct Marketing activities meet or exceed budgets and KPIs • Direct Marketing activities are delivered on time, to a high standard and within budget • Supporters feel valued and understand the difference their support makes • Acknowledge donor support in a timely fashion to meet the standards set out in Aspect's Donor Charter
Relationship Management	<ul style="list-style-type: none"> • Liaise with suppliers including agencies and consultants, designers and copywriters, printers and mail houses • Implement supporter stewardship and thanking processes to build relationships with Aspect supporters. • Foster key relationships within Aspect including Fundraising, Communications Aspect's service delivery teams to gather and develop content for campaigns • Work with other members of the Fundraising team to organise supporter recognition events and engagement activities 	<ul style="list-style-type: none"> • Build strong relationships with third party suppliers and stakeholders, Aspect staff and Aspect families • All direct marketing material is on brand and of a high quality • Take a lead role in stewardship of individual donors to ensure they feel valued and understand the difference their support makes • Display effective and professional communication with all internal direct marketing stakeholders

Content Development	<ul style="list-style-type: none"> • Coordinate the donor care strategy and schedule to retain, cultivate and upgrade Aspect's supporters. Identify opportunities for optimisation and improvement. • Work with other members of the Fundraising and Communications teams and Aspect's service delivery teams to gather and develop content for appeals, telemarketing, acquisition, regular giving and donor care. • Create website and social media content to enhance the broader direct marketing communications strategy • Develop bespoke donor acknowledgements and update direct marketing collateral as required 	<ul style="list-style-type: none"> • Deliver required editions of 'Across the Spectrum' e-newsletter, including reporting and optimisation • Donor care materials are delivered on time, to a high standard and within budget • High quality written content for a variety of audiences and channels
Financial, Database and Insights	<ul style="list-style-type: none"> • Assist with monitoring, reporting and analysis of planned Direct Marketing activities • Data collection and formatting for Direct Marketing appeals and activities as required • Work with the Donor Services Officer and Database Administrator to ensure timely processing and accuracy of data and records and other administrative duties as required 	<ul style="list-style-type: none"> • Direct Marketing campaign reports (during campaign and post implementation analysis) are accurate and up-to-date • Ensure accuracy of database records • Effective working relationship with Database Administrator and Donor Services Officer
Work Health and Safety	<p>It is a requirement for all staff to:</p> <ul style="list-style-type: none"> • Ensure they meet all the inherent health requirements of the role • Take reasonable care for own health and safety • Comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with legislative requirements • Report unsafe conditions or practices, and make suggestions to their manager on improving work, health & safety at Aspect. • Exercise duty of care in the health, safety and welfare of students and ensure they are treated with dignity and respect • Participate in the staff consultation process about work health & safety matters • Understand and adhere to Aspect's Code of Conduct 	<ul style="list-style-type: none"> • Demonstrated personal responsibility and commitment to safe working practices • Hazards, issues or risks are reported and appropriately acted upon • Work, Health & Safety matters are raised as part of regular meetings

PART B: POSITION CRITERIA

Capabilities	Managing relationships	Exceptional relationship management skills with a variety of different stakeholders, including donors
	Oral and written communication	Proven ability to present and express ideas effectively, clearly and creatively in a variety of styles and mediums
	Planning and organisation	Demonstrated project coordination skills and time management to meet multiple deadlines
	Personal effectiveness	Exceptional interpersonal skills including the ability to work independently and as a member of a team, maturity, attention to detail and a strong ability to empathise
	Analytical	Ability to analyse data and information to identify trends and opportunities
Knowledge and experience	<ul style="list-style-type: none"> • Proven project coordination experience • Demonstrated ability to write in a variety of formats for different audiences • Excellent time management, ability to multi task and meet deadlines • Strong relationship management skills • CRM database skills • Ability to analyse information and strong attention to detail • Excellent administrative skills • A proactive attitude and ability to work both autonomously and as part of a team 	
Qualifications	<ul style="list-style-type: none"> • 1-2 years' experience in a fundraising, direct marketing, communications or project coordination role • Relevant tertiary qualifications in marketing, communications or administration are desirable but not essential 	
Job requirements (essential)	<ul style="list-style-type: none"> • Empathy for people with a disability and their families/carers • Ability to assist with some out of hours fundraising activities and events 	
Job requirements (desirable)	<ul style="list-style-type: none"> • Knowledge of Raiser's Edge or similar CRM database is not essential but would be considered favourably 	

PART C: APPROVED BY

Position Approved by: Vanessa Byrne and Olivia Shah ____ (Date) 5 January 2017

PART D: ACKNOWLEDGEMENT OF INCUMBENT

I have read and understood the requirements of the position

Name: _____ (Date) _____