

Job Description

Details

Job title	Head of Direct Marketing	Team	Fundraising
Reports to	Chief Marketing and Fundraising Officer	Job status	Permanent
Direct reports	Direct Marketing Manager, Community Relationship Manager, Data Manager and Data Analyst	Hours	Full Time

Our Vision and Mission

Our Vision	The best possible health for every child, in every family, in every community in Queensland	
Our Mission	We work wonders for sick kids and their families.	
Our Values	Accountability	We aim to deliver high impact results, are accountable for our actions and resources and communicate this openly and honestly
	Recognition & Respect	We are respectful in all our interactions and committed to recognising others and valuing their contributions
	Care	We care for everyone we impact – the children always come first
	Working Together	We selflessly support and trust each other and our teams, share our ideas and goals, work hard, have fun and celebrate our achievements
	Excellence & Innovation	We strive for excellence, encourage innovation and develop our skills to achieve our best

Key Relationships

Primary internal relationships	Creative team, Partnerships team, Finance team, Chief Executive Officer, Chief Operating Officer, Chief Development Officer, Patient and Family Support team
Primary external relationships	Families, external consultants and contractors, printers and other agencies and outside providers

The Person

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| Qualifications | <ul style="list-style-type: none">• Tertiary qualification in Marketing or Communications or equivalent level of experience |
| Skills and Experience | <ul style="list-style-type: none">• At least five years' experience managing direct marketing campaigns in a not for profit environment• Demonstrated experience developing and managing integrated marketing plans across both offline and online to achieve strong results• Experience or skills in the negotiation and management of external suppliers• Experience planning, briefing, coordinating stakeholders, implementing, and reporting• Proven track record in developing and implementing a high growth fundraising strategy for individual donors• Demonstrated experience with acquisition and retention/stewardship of individual donors• Demonstrated experience in developing new channels, products and programs for market as part of a broader strategic plan• Experience integrating across multiple channels including digital, print, telemarketing campaigns• Previous experience with budget management and reforecasting, ensuring appropriate ROI• Experience coordinating internal and external stakeholders to ensure the successful roll out and review of campaigns• Experience working with families and the sensitivities in developing their stories for marketing purposes• Experience writing copy for direct marketing purposes• Experience conducting post campaign reviews, drawing conclusions and implementing learnings• Ability to understand data trends and segmentation and draw conclusions to influence future campaign strategies• Understanding of data swaps and lists and the interaction with current donor database• Experience developing donor journeys across print and digital |

Job Purpose

Primary purpose of role

The Head of Direct Marketing is responsible for the strategic development and implementation of direct marketing campaigns designed to renew and upgrade supporters throughout their life cycle, as well as acquire new supporters. It is responsible for the development of integrated marketing plans for the Foundation (Donors, Mid-Value Donors & Bequests) and the execution of all activities in support of financial and non-financial objectives. It will also ensure an efficient and effective services oriented culture across supporter services and data analytics.

Key Responsibilities

Planning & Administration

- Work with the Chief Marketing and Fundraising Officer and provide input into the overall Fundraising Strategy.
- Lead the development of integrated marketing plans to support the various business activities of the Foundation including direct marketing and bequests
- Responsible for developing the team's operation plan with support from the Chief Marketing and Fundraising Officer using appropriate consultation and in line with the overall team development plan
- Complete the team budgets and reforecasting process with support from the Chief Marketing and Fundraising Officer and in line with the organisational strategy and planning process
- Responsible for developing relationships and managing key accounts / campaigns to drive income growth in line with operational plans and budget requirements
- Responsible for managing expenditure and ensuring budgets are maintained
- Responsible for the development and review of policies in accordance with the policy register
- Write, maintain and review procedures in accordance with the policy register
- Responsible for managing and mitigating associated campaign risks and escalating any issues where required
- Responsible for the daily administration tasks including filing, purchase orders, approvals, etc

Campaign Management

- Accountable for the planning and delivery of the direct marketing campaign activities of the Foundation in a manner that delivers on financial objectives and longer term acquisition and donor retention targets.
- Develop integrated, multi channel marketing strategies, plans and targets across individual giving and bequests
- Develop each campaign strategy ensuring they contribute to the overall success of the program
- Manage the campaign budget and targets, ensuring appropriate levels of spending and ROI is achieved

- Accountable for the development and proofing of campaign copy to ensure the success of campaigns
- Accountable for the development of campaign collateral, working with the Creative team to ensure it meets Foundation brand requirements
- Accountable for the development and briefing of suppliers, agencies, stakeholders, ensuring campaign requirements are captured and delivered successfully on time and within budget
- Accountable for the production of all campaign pieces ensuring they are developed in line with campaign requirements and on brand
- Develop digital marketing strategies that are integrated with the overall organisational strategy and plan
- Work closely with the creative production manager to ensure clear briefs are provided for the execution of campaign creative elements and that the extent and range of content requirements are briefed in a timely manner.
- In consultation with key stakeholders, manage the campaign budget and targets, ensuring timeliness and appropriate levels of spending and ROI are achieved
- Coordinate all campaign requirements, working with both internal and external stakeholders ensuring it is executed on time and in budget
- Work with both internal and external stakeholders to conduct a full evaluation on each campaign and ensure key learnings are applied to future campaigns
- Accountable for ensuring internal stakeholders are briefed appropriately and have the information / documentation they require
- Accountable for the timely resolution of issues ensuring a high level of donor care is achieved
- Accountable for overseeing the development of donor journeys and providing key advice to ensure optimum levels of donor care are achieved

Data Analytics

- Assist with the prioritisation of analytics workload in consultation with other Executives and in the context of the broader organisational strategic priorities
- Oversee the work of the Data Manager to ensure that internal customers have a high quality customer experience and that these stakeholders' requirements are understood, they receive quality advice and that the team develop appropriate tools for business improvement
- Accountable for ensuring reports/tools/insights meet stakeholder requirements and are delivered on time
- Overall accountability for the strategic utilisation of data lists and swaps to maximise the results of the campaigns
- Work closely with the Data Manager to support and lead the marketing and fundraising activities of the Foundation
- Oversee the work of the Data Manager to ensure the quality of data and that appropriate confidentiality, integrity and access measures are put in place as it relates to Foundation data

- Ensure all legislative obligations under the relevant Privacy Act are adhered to in the conduct of data analysis and management as well as Direct Marketing activities

Supplier Management

- Responsible for undertaking procurement activities
- Liaise with relevant stakeholders to manage contracts and escalate issues to Manager where appropriate
- Manage and resolve any issues as they arise and where required, escalate to Manager

Processing and Donor Care

- Work collaboratively with the Head of Supporter Services to support:
 - Streamlined donor care service and processes are delivered across all channels
 - Internal stakeholder training to understand donation processing requirements
 - Timely and accurate donor records management
 - Timely and accurate annual receipts
 - Timely and accurate execution of regular giving retention and conversion through appropriate donor care
 - Timely and appropriate management of all donor issues to minimise any impact on revenue and reputation

Work Health & Safety

- Comply with and champion all Children’s Hospital Foundation workplace health and safety policy and procedures
- Take reasonable care at work to ensure your own and others’ safety
- Report all known or observable hazards

Competencies

Decision Quality	Makes good decisions based upon a mixture of analysis, wisdom, experience and judgement; most of his/her solutions and suggestions turn out to be correct and accurate when judged over time; sought out by others for advice and solutions.
Problem Solving	Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn’t stop at the first answers.
Strategic Agility	Sees ahead clearly; can anticipate future consequences and trends accurately; has board knowledge and perspective; is future oriented; can articulately paint credible pictures and visions of possibilities and likelihoods; can create competitive and breakthrough strategies and plans.
Organising	Can marshal resources (people, funding, material, and support) to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner.
Process Management	Good at figuring out the processes necessary to get things done; knows how to organise people and activities; understands how to separate and combine tasks into

	efficient work flow; knows what to measure and how to measure it; can see opportunities for synergy and integration where others can't; can simplify complex processes; gets more out of fewer resources.
Drive for Results	Can be counted on to exceed goals successfully; is constantly and consistently one of the top performers; very bottom line oriented; steadfastly pushes self and others for results.
Customer Focus	Is dedicated to meeting the expectations and requirements of internal and external customers; gets first hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.
Managing Vision Purpose	Communicates a compelling and inspired vision or sense of core purpose; talks beyond today; talks about possibilities; is optimistic; creates mileposts and symbols to rally support behind the vision; makes the vision sharable by everyone; can inspire and motivate entire units or organisations.
Ethics and Values	Adheres to an appropriate (for the setting) and effective set of core values and beliefs during both good and bad times; acts in line with those values; rewards the right values and disapproves of others; practices what he/she preaches.
Developing Direct Reports and Others	Provides challenging and stretching tasks and assignments; holds frequent development discussions; is aware of each person's career goals; constructs compelling development plans and executes them; pushes people to accept development moves; will take on those who need help and further development; cooperates with the developmental system in the organisation; is a people builder.
Managerial Courage	Doesn't hold back anything that needs to be said; provides current, direct, complete, and 'actionable' positive and corrective feedback to others; lets people know where they stand; faces up to people problems on any person or situation (not including direct reports) quickly and directly; is not afraid to take negative action when necessary.
Motivating Others	Creates a climate in which people want to do their best; can motivate many kinds of direct reports and team or project members; can assess each person's hot button and use it to get the best out of him/her; pushes tasks and decisions down; empowers others; invites input from each person and shares ownership and visibility; makes each individual feel his/her work is important; is someone people like working for and with.
Building Effective Teams	Blends people into teams when needed; creates strong morale and spirit in his/her team; shares wins and successes; fosters open dialogue; lets people finish and be responsible for their work; defines success in terms of the whole team; creates a feeling of belonging in the team.
Self Development	Is personally committed to and actively works to continuously improve him/herself; understands that different situations and levels may call for different skills and approaches; works to deploy strengths; works on compensating for weakness and limits.

Other Considerations

The Children's Hospital Foundation is committed to child safety. The *Commission for Children and Young People Act 2000 (QLD)* requires that people who work with children in certain categories of employment undergo the 'working with children' check. All Foundation employees must be eligible for a Blue Suitability Card, issued by the Department of Justice and Attorney-General. The issue and maintenance of a positive suitability notice could be a requirement for continued employment at the Foundation.