

Regular Giving Lead

As the Regular Giving Lead, it's my role to deliver Caritas Australia's mission through effective management of the Regular Giving fundraising program.

I am responsible for increasing Caritas Australia's financial sustainability to meet strategic directions through supporter retention activities that increase supporter engagement and deliver income targets.

I am a member of:
Fundraising, Engagement & Sustainability team

I report to:
Direct Marketing Manager

My role is based in:
Alexandria, Sydney

My role is classified:
SCHADS Level 6



<Position Vacant>

I am committed to:

- the mission of Caritas Australia in our quest to end poverty and injustice through the realisation of human dignity for all people
- the principles of Catholic Social Teaching which underpin our work, such as dignity of the human person and the common good
- our Code of Conduct which outlines the professional behaviour that is expected of me
- the safeguarding of children and vulnerable adults in line with laws, standards and Caritas Australia's policies and procedures

In my role, I am accountable for:

- achieving annual income targets above \$4M through Regular Giving (RG) initiatives
- developing and implementing strategies and operational plans for an RG campaign that will deliver and grow income targets, increase donor acquisition, and improve donor retention
- managing the stewardship of regular donor journeys and the transition to and from other fundraising streams when optimal
- driving regular analysis, benchmarking and reporting to monitor and evaluate RG performance, ensuring activity is continuously improving and aligned with industry best practice
- working in collaboration with the Direct Marketing and other Engagement and Sustainability teams, ensuring wider team and organisational objectives are met
- managing the RG budget, ensuring good stewardship of resources
- ensuring all RG activity is compliant with relevant legislation and industry standards, as well as Caritas policies and procedures, and ensuring the team is aware of these requirements
- managing supplier relationships to ensure high quality, timely and cost-effective delivery of campaigns

As a manager, I am also responsible for:

- safeguarding: ensuring that my team members understand their responsibilities in line with our organisational obligations, and that we implement our policy commitments
- risk management: reporting and managing financial, reputational and other risks
- culture: contributing to positive morale and a collaborative, transparent and accountable culture
- compliance: ensuring our procedures and processes reflect best practice and are compliant with DFAT accreditation standards, ACFID Code of Conduct, CI Management Standards and other regulations

For this role I need these skills and experience:

- Demonstrated experience building and implementing successful Regular Giving or supporter retention strategies, preferably in the not-for-profit or association sector.
- Tertiary qualification ideally (Business, Marketing, Communications or similar), but most importantly success in revenue growth by establishing or revitalising Regular Giving activities.
- Advanced ability to analyse and assess RG fundraising campaigns, with a highly developed ability to use data and databases.
- Experience with donor profiling, segmentation, and supporter journeys for Regular Giving and Direct Marketing purposes.
- Experience managing budgets, strategy and reports in a changing, fast-paced environment.
- Ability to manage multiple projects, perform under pressure and adhere to strict deadlines whilst maintaining a high level of attention to detail.
- Highly developed written skills and professional communication skills, including excellent negotiation and presentation skills.
- Self-motivated, always looking at making improvements while creating solutions to day-to day challenges.
- Excellent relationship management skills with a wide range of internal and external stakeholders in a complex environment.

In my role, I will interact primarily with:

- Direct Marketing Manager – to collaborate on strategic direction, escalate issues as required, keep informed on work in progress, receive advice, direction and feedback. To keep abreast of the overarching Direct Marketing, and Engagement & Sustainability strategies
- Fundraising and Philanthropy teams – to understand other fundraising activities and explore opportunities to collaborate, integrate and leverage messaging across campaigns
- Supporter Services Group – to collaborate on the development and continuous improvement of donor servicing processes, and to liaise on any supporter or donation issues arising from campaigns
- Data Insights Analyst – to collaborate on required data extracts and reports, and to segment and analyse donor base and campaign results
- Marketing and Communications team – work closely in partnership, utilising the skills and expertise of this team to develop and implement effective supporter retention campaigns, and effectively enhance supporter relationships
- Third party suppliers – engage and manage various organisations to produce and deliver campaign materials, and grow supporter communications and reach.

For this role I am required to have:

1. Working with Children Check (if applicable)
2. Police check
3. Counter terrorism clearance