

Vision

A cancer free future.

Statement of purpose

We are Australia’s leading cancer charity uniting the community to reduce the impact of cancer.

Position description and person specification

Position title:	Campaigns Officer		
Unit:	Marketing, Fundraising & Relationships		
Department:	Fundraising		
Location:	202 Greenhill Rd, Eastwood		
Manager:	Project Manager - Campaigns		
Employment:	Full Time		
Last updated:	August 2019	By whom:	Project Manager - Campaigns

Cancer Council SA

- has worked resolutely since 1928 to deliver cancer research, prevention, and support services.
- is the state’s leading independent, cancer-related, non-government organisation, dedicated to reducing the impact of cancer for all South Australians
- invests in three main strategic objectives: research, prevention and support
- is uniquely positioned as a resource for action and a voice for change towards a cancer free future
- is committed to The National Principles of Volunteer Involvement and Management
- maintains a non-smoking workplace and provides assistance with quitting
- requires employees and volunteers to promote cancer-preventing healthy lifestyle practices and behaviours, as outlined in organisational policies.

Our core values are represented by 16 value statements that encapsulate 16 behaviours—they are grouped into four headline attitudes:



<p>CAN-DO</p> <p>Innovation <i>We look to the future</i></p> <p>Commitment <i>We stay the course</i></p> <p>Selflessness <i>We help each other</i></p> <p>Courage <i>We are brave</i></p>	<p>STAKEHOLDER DRIVEN</p> <p>Creating value <i>We deliver social impact</i></p> <p>Accountability <i>We are answerable for our actions</i></p> <p>Responsibility <i>We are financially prudent</i></p> <p>Appreciation <i>We celebrate success</i></p>
<p>HIGH PERFORMING</p> <p>Stretch <i>We strive for success</i></p> <p>Excellence <i>We are dynamic</i></p> <p>Management <i>We understand our boundaries</i></p> <p>Ownership <i>We take ownership of our behaviour</i></p>	<p>OPENNESS AND INTEGRITY</p> <p>Respect <i>We are respectful</i></p> <p>Acceptance <i>We are accepting</i></p> <p>Honesty <i>We are authentic</i></p> <p>Trust <i>We do what we say</i></p>

Unit role and objectives

The Business Development Unit is focused on promoting the impact achieved by the organisation and marketing the services offered by Cancer Council SA. The team harness the passion of the community to generate the income required to assist with critical research, prevention and support programs, through some of Australia's most loved campaigns and the development of new fundraising initiatives.

Position overview

The purpose of the role is to support the development and execution of Cancer Council SA's Campaigns including but not limited to Australia's Biggest Morning Tea (ABMT), The March Charge (TMC), Ride For a Reason (RFAR), Girl's Night In (GNI) and other community driven fundraisers. The Officer will work closely with the Project Manager – Campaigns to implement, and where appropriate, execute projects to achieve fundraising and participation targets. The role is diverse and the Campaigns Officer will be required, in conjunction with the Project Manager – Campaigns, to develop and roll-out plans that generate leads and new supporters, convert supporters to fundraisers, drive communication plans for donor loyalty and renewal, and assist with the operational execution of events and relationship management.

As a member of the broader fundraising team, the role will also be required to support other fundraising campaigns and community events.

Reporting relationships

This position reports to: Project Manager - Campaigns

Number of staff reporting to position: Nil

Key accountabilities (outcome based)

- Assist with the development of strategies to acquire new supporters and renew past participants for assigned campaigns:
 - Contribute to the content development of the project management process for ABMT, TMC, RFAR, GNI and others as directed.
 - With the Project Manager – Campaigns, develop and manage the supporter communication journeys for ABMT, RFAR, TMI, GNI and others as directed
 - With the Project Manager – Campaigns, develop and implement supporter journeys
 - Implement and maintain campaign online fundraising platforms (such as but not limited to Funraisin and Artez)
 - Contribute to the development of new supporter journeys and continue to improve and evolve existing supporter communications
- Assist with the operational execution of assigned campaigns:
 - As directed by the Project Manager – Campaigns, coordinate such tasks as but not limited to:
 - relationship management
 - merchandise distribution
 - supporting and delivering campaign/event activities

- customer journey delivery from creating e commerce content executing the agreed journey and delivering a post event analysis report
 - attendance and contribution at operational meetings
 - management of assigned campaign data
 - execution of website testing and supporting the integration into CRM
- Contribute to the development of plans and budgets, campaign tracking and post campaign analysis
 - Maintain accurate records and tracking, reporting on campaigns as they roll-out
 - As directed by the Project Manager-Campaigns, assist in the preparation of the post-campaign reports and analysis
- Work collaboratively and professionally with internal and external stakeholders:
 - Maintain an effective relationship with many internal stakeholders is critical to the role's success including members of the marketing team, volunteer coordinators, administration team, program staff and clients of Cancer Council SA
 - Ensure internal processes and protocols are followed from concept through approvals to completion
 - Assist with in-house telemarketing staff. casuals and volunteers where related to own portfolio of work as needed, including directing work, providing training and data
- Due to the seasonal nature of our portfolio of projects we experience periods of heavy workload throughout the year. All team members will be required to assist with tasks outside of their core role during these periods.

Protect your own health and safety and that of others by:

- Complying with and actively contribute to the development of organisational policy and safety systems.
- Following reasonable instructions and training and complying with organisational policy and safety systems.
- Identifying and reporting workplace hazards and incidents to their supervisor.
- Complying with Cancer Council SA's OHS&W policies and procedures.
- Provide a safe working environment for all staff (paid and voluntary), contractors and invitees.
- Ensure that your staff (paid and voluntary), contractors and invitees comply with policies and procedures as updated from time to time.

Special conditions

- The successful applicant must be a non-smoker.
- Intra/inter-state travel, out of hours and weekend work may be required
- Appointment will be subject to a satisfactory police check and may require a further Department of Human Services clearance.
- Current SA Driver's license (required)

Person specification (knowledge, skills and experience)

- A minimum of 1 year experience in a similar role from either the not-for-profit sector or corporate sectors is desired
- Experience in working with databases including an ability to read, interpret, segment and manipulate data
- Competence in the use of MS Outlook, MS Excel and MS Word (PowerPoint is desirable)
- Experience in planning, managing and reporting on projects from conception to conclusion
- Demonstrated experience in coordinating the development of communication materials, including mass emails and direct mail through programs such as Vision 6, Mail Chimp or similar
- Understanding of supporter engagement and communication from lead generation to retention and renewal
- Excellent stakeholder management skills with the ability to develop relationships with a diverse range of supporters in both metro and regional areas
- Demonstrated ability to meet deadlines while managing competing priorities
- Outstanding communication, interpersonal, oral & written skills
- A self-starter who can work independently and as part of the team
- Demonstrated time management, teamwork and collaboration skills
- Integrity and commitment to ethical behaviour in line with Cancer Council SA's values

Signatories

Incumbent

Name: _____

Signature: _____

Date: _____

Manager

Name: _____

Signature: _____

Date: _____