

	<b>Position Title:</b> Individual Giving Manager	<b>Team:</b> Strategic Engagement		<b>Region:</b> Central
	<b>Supervisor:</b> Head of Fundraising	<b>Delegations and Authorities:</b> In Line with Delegations Policy	<b>Band:</b> D	<b>Date Completed:</b> September 2019

<b>OUR VISION AND PURPOSE</b>	<b>ROLE CONTEXT</b>
<p><b>We believe children, young people and families should be safe, thriving and hopeful.</b></p> <p><b>Our Vision for 2022: Together we will courageously change lives and reimagine service systems.</b></p> <p>For over 140 years, Berry Street has adapted to a changing world, and we will continue to adapt to achieve our purpose.</p> <p>Berry Street will continue to be a strong and independent voice for the children, young people and families with whom we work. In collaboration with others, we will advocate for investment in early intervention and prevention services that enable families to be safe and stay together. We will use approaches that are culturally safe and informed by the best evidence available. We will measure and learn from the impact of our work, and we will continually contemporise our models of practice.</p> <p><b>We look forward to working with children, young people, families, carers, staff and partners to achieve this vision. Together.</b></p>	<p>The Individual Giving Manager is responsible for strategic oversight and management of acquiring individual financial supporters for Berry Street and developing engaging supporter journeys to maximise their ongoing commitment to, and support of, our work.</p> <p>This role will develop and oversee mass market supporter acquisition across a range of consumer channels including direct mail, digital and telemarketing; with a view to increasing supporter engagement and optimising marketing return on investment. The role will also be responsible for developing initiatives to drive donor loyalty, satisfaction, retention and increased financial giving, through new and innovative digital and direct marketing programs.</p>
<b>OUR VALUES</b>	<b>PRIMARY OBJECTIVES OF THE ROLE</b>
<p><b>Berry Street expects all staff to apply these Values in all aspects of their work.</b></p> <p><b>Courage:</b> to never give up, maintain hope and advocate for a 'fair go'</p> <p><b>Integrity:</b> to be true to our word</p> <p><b>Respect:</b> to acknowledge each person's culture, traditions, identity, rights, needs and aspirations</p>	<p>The primary objectives of the role are to:</p> <ul style="list-style-type: none"> <li>• Grow the number of individual single gift donors and regular givers via supporter acquisition programs across mass market channels to achieve target income within budget parameters</li> <li>• Investigate, develop and oversee testing and implementation of new supporter acquisition campaigns and channels, with a particular focus on digital innovation to acquire and engage supporters</li> <li>• Manage the onboarding processes for new donors to maximise retention and donor satisfaction</li> <li>• Develop and deliver integrated supporter journeys to maximise loyalty and retention and growth from the current supporter base</li> </ul>
	<b>REPORTING RELATIONSHIPS</b>
	<p>The role is based in our Richmond office.</p> <p>This is a key leadership role in the Fundraising team at Berry Street, reporting through to the Head of Fundraising.</p>

**Accountability:** to constantly look at how we can improve, using knowledge and experience of what works, and ensure that all our resources and assets are used in the best possible way

**Working Together:** to work with our clients, each other and our colleagues to share knowledge, ideas, resources and skills

The role has two direct reports – Fundraising Coordinator, Appeals and Retention; and Fundraising Coordinator, Lead Generation; and will work closely with the Marketing team to deliver campaigns and initiatives.

## EXPECTATIONS

- Conduct oneself in accordance with the Berry Street Code of Conduct which is underpinned by the values of accountability, courage, integrity, respect and working together within the principles of continuous improvement and occupational health and safety.
- Berry Street is committed to the principles of social justice. We aim to ensure every individual is treated with dignity and respect regardless of their cultural background, ability, ethnicity, gender identity, sexual orientation, spirituality or religion.
- Berry Street supports White Ribbon, Australia’s campaign to stop violence against women. There is an expectation that staff never commit, excuse or remain silent about violence against women.
- Berry Street is committed to being a child safe, child friendly and child empowering organisation. In everything we do we seek to protect children. We are committed to the cultural safety of Aboriginal and Torres Strait Islander children; children from culturally and/or linguistically diverse backgrounds; children with a disability; children who identify with a sexual and or gender minority identity.

## KEY SELECTION CRITERIA: KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO FULFIL THE ROLE

- Significant expertise in direct and digital marketing and experience in the not-for profit sector in a role with income-generating responsibility
- Significant experience designing and implementing supporter journeys, with a focus on digital innovation
- Hands-on experience designing and implementing marketing automation systems
- Strong understanding of Fundraising principles and metrics with a proven track record in segmentation strategy development across all channels including ATL, Direct and Digital
- Experience developing and implementing successful supporter acquisition programs across multiple channels including digital
- Experience in product management and proposition development, ideally in a fundraising context
- High-level experience developing and managing income models for regular giving
- Proven ability to develop, manage and track campaign / project and overall budget for the team as well as provide financial recommendations and analytics
- Knowledge of developments and innovative initiatives in the fundraising industry within Australia and globally
- Demonstrated tight management of fundraising metrics
- Highly developed communication skills, both written and verbal

- Ability to build collaborative relationships with stakeholders to underpin successful fundraising programs
- Innovative, problem-solving approach, able to find new ways of dealing with challenges
- Demonstrated understanding of and commitment to the principles of equity, diversity, continual improvement, risk management and occupational health and safety
- Demonstrated ability to flexibly manage competing priorities and stressful situations, monitoring own stress levels and practicing and promoting self-care strategies

QUALIFICATIONS AND OTHER REQUIREMENTS	DESIRABLE
<ul style="list-style-type: none"> <li>• A minimum of 5 years' experience in a fundraising role with income responsibility</li> <li>• Tertiary qualifications in an appropriate discipline (i.e. business/marketing/communications)</li> <li>• Minimum of 3 years' experience in digital fundraising and/or marketing programs to drive income</li> <li>• Staff must hold a valid WWCC, current drivers licence at all times and undergo a Criminal Records Check prior to employment. Subsequently, staff must report any criminal charges or court appearances.</li> </ul>	<ul style="list-style-type: none"> <li>• Extensive knowledge of CRM system and structures – Raisers Edge desirable</li> </ul>

## KEY ACCOUNTABILITIES AND RESPONSIBILITIES

ACCOUNTABILITY	SPECIFIC RESPONSIBILITIES
<b>Direct Marketing and Digital Strategy, Planning and Analysis</b>	<ul style="list-style-type: none"> <li>• Develop and oversee the implementation of the supporter acquisition and retention/growth strategy to drive engagement and revenue growth</li> <li>• Manage income and expenditure budgets and forecasts for all individual giving programs</li> <li>• Develop and maintain an income model for regular giving</li> <li>• Develop life-time value measurements for supporters across channels and integrate findings into channel management strategy</li> <li>• Manage product development for single gift and regular giving products including product strategy, key proposition development, and the development of associated messages, case studies and acquisition/communication materials</li> <li>• Develop and manage an annual Digital and Direct Marketing Communications Plan</li> <li>• Develop a robust reporting and analysis structure per channel to provide a platform for ongoing testing and learning</li> <li>• Oversee detailed post campaign analysis for each appeal and regular giving campaign</li> </ul>
<b>Campaign Management</b>	<ul style="list-style-type: none"> <li>• Develop and oversee the implementation of mass market campaigns to recruit new single gift donors and regular givers in line with acquisition targets and income budgets</li> <li>• Ensure timelines for each campaign are developed, monitored and managed</li> <li>• Direct and manage external agencies and suppliers to execute the supporter acquisition and retention/growth strategy to meet agreed budgets and timelines</li> <li>• Work closely with the Marketing team to ensure all communications are accurate, consistent and on-brand</li> <li>• Brief the Data Analytics Team to produce regular reports on campaign results including weekly tracking during appeal periods and regular giving conversion and upgrade reports</li> <li>• Develop and maintain processes and procedures to ensure internal capability is efficient, meeting best practice and continuously improved to meet changing conditions</li> </ul>
<b>Integration and Channel Development</b>	<ul style="list-style-type: none"> <li>• Ensure a diversified channel portfolio to mitigate risk and maximize return</li> <li>• Develop and optimise the supporter journey for all new and existing supporters to deliver a more engaging experience and increased lifetime value</li> <li>• Ensure supporters experience a consistent brand experience at each touchpoint</li> <li>• Work with internal stakeholders to develop lead generation programs</li> <li>• Disseminate activity and learnings with other Program / SE Managers</li> </ul>
<b>Donor Care and Communications</b>	<ul style="list-style-type: none"> <li>• Oversee the development of donor care communications and initiatives in line with Berry Street standards and KPI's including newsletters, thank you communications and email updates</li> <li>• Work collaboratively with Supporter Care team to ensure quality control on all donation processing, receipting, recognition and ongoing supporter communications</li> </ul>

<b>Bequest &amp; Major Donor Pipeline</b>	<ul style="list-style-type: none"> <li>• Identify opportunities to grow income from major donors and bequests, passing on qualified prospects to the Philanthropy team</li> <li>• Advise the Philanthropy team in developing and implementing programs to increase the number of bequest leads, prospects and confirmed bequests</li> </ul>
<b>Continuous Improvement</b>	<ul style="list-style-type: none"> <li>• Adopt a test and learn mentality in strategic plans</li> <li>• Keep abreast of competitor activity (in and out of the charity sector)</li> <li>• Keep abreast of new trends, tactics and channels being adopted within the industry</li> <li>• Disseminate new learnings and information throughout the team</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Be aware of the Values, policies and practices of Berry Street and ensure that all activities are consistent with these</li> <li>• Contribute to Strategic Engagement team activities, including team meetings and other meetings as appropriate</li> <li>• Provide monthly written reports to the Head of Fundraising</li> <li>• Other duties as directed</li> </ul>

## INHERENT REQUIREMENTS OF WORK ACTIVITIES / ENVIRONMENT

Following is a table that outlines the main physical and psychological requirements of the position.

Element	Key Activity	Frequency
<b>Work Environment</b>	Manage demanding and changing workloads and competing priorities.	Daily
	Work in a team environment.	Daily
	Work in different geographic locations.	Regular
	Be exposed to all outdoor weather conditions.	Regular
	Work in unstructured environments (e.g. outreach).	Regular
	Work office hours with the possibility of extended hours.	Regular
	Work on-call after hours.	Regular
	Work in an open plan office.	Daily
	Work in buildings which may be two-storey.	Regular
	Sit at a computer or in meetings for extended periods.	Daily
	Work in an environment with competing demands.	Daily
	Present at court and other jurisdictions.	Occasional
<b>People Contact</b>	Liaise with government, non-government and community organisations.	Daily
	Work with clients who may have a physical or sensory disability.	Regular
	Interact with members of the public who may display the full range of emotional expressions, including parents, partners, significant others, family members, advocates, doctors, police.	Regular
	Interact with clients and members of the public who could display verbal or physically challenging behaviour.	Regular
	Facilitate access to specialist, generic and community services.	Daily
	Undertake training and professional development activities.	Regular
<b>Administrative Tasks</b>	Undertake administrative tasks which may include the following: computer work, filing, writing reports, case notes/plans and client records, participating in meetings, concentrating for long periods of time, managing resources and budget and researching and analysing information and data.	Daily
	Use technology including photocopier, telephones including mobiles, fax, overhead projectors, televisions, videos, and electronic whiteboards.	Daily
<b>Transport</b>	Drive vehicles possibly over long distances and in all traffic and weather conditions.	Regular
	Drive vehicles with possible distractions from client behaviour, verbal or physical.	Occasional