

Position Title	Campaigns Coordinator
Reports To	Fundraising & Communications Manager
Department	Fundraising & Communications
New/Existing	New
Position Type	Full Time

## **The Role**

The **Campaigns Coordinator** plays an important role connecting supporters and donors with inspiring experiences of The Leprosy Mission's healing ministry so that our fundraising campaigns continue to engage them and help them to feel good as they cure, care for and restore individuals from leprosy. We align our fundraising activity with our Strategic plan to ensure that we create maximum impact.

Reporting to the Fundraising and Communications Manager this role is highly collaborative; working across other teams in TLMA including Campaigners, Fundraisers, Communications, Social Enterprise, International Programs and Supporter Care to plan to create unforgettable multi-channel experiences to connect key supporter audiences to our work, as well as deepen their engagement so that they are inspired to support the mission financially. This role is responsible for building a culture of excellence and best practice in donor communications to contribute to an outstanding supporter experience.

## **Key Result Areas**

### **1. Fundraising Campaigns**

- Develop and implement fundraising campaigns and communication briefs for internal and external stakeholders.
- Collaborate with fundraising communications team to develop key messages to be used within fundraising campaigns.
- Coordination of fundraising activities and monitor the fundraising performance and efficiency.
- Manage time critical fundraising appeals and track achievement of key performance indicators with tools such AI to determine campaign size and performance of each appeal.
- Support the development and implementation of fundraising engagement strategies and annual plans including donor acquisition, retention and reactivation ensuring timeliness of planned campaigns.
- Analyse donor data to identify trends and segmentation opportunities, providing post-campaign insights to optimise future engagement and revenue.
- Research and utilise best practice strategies to deliver higher returns by acquiring new donors, upgrading existing donors and converting one-off donors to regular monthly donors.
- Assess and recommend data platforms and AI tools to enhance donor engagement.

## **2. Direct Marketing**

- Collaborate with communications team in the selection, writing and design development of case studies and associated media for TLMA Direct Mail Campaigns, appeals and others.
- Work with fundraisers to write/design appeal thanks and other touchpoints.
- Work with key internal stakeholders to grow new direct mail, email, magazine, newsletter and SMS subscriptions.
- Continuously review and innovate fundraising via all/different channels ensuring that TLMA stays at the forefront and extend our reach to the younger generations and fulfil the varied needs of supporters.
- Ensure strong brand awareness through all campaign communications channels.
- Develop and implement using test and learn approach to appeals and campaigns – identifying any groups of supporters (segments) who respond differently to different methods.
- Research and utilise best practice strategies to deliver higher returns by acquiring new donors, upgrading existing donors and converting one-off donors to regular monthly donors.
- Liaise with external suppliers such as mail house, printers and others in the planning of creative, copy and data, mail, telemarketing and others.

## **3. Supporter Journey**

- Collaborate with Engagement Lead to deliver a supporter engagement strategy aligned to strategic goals of TLMA.
- Map the supporter experience journey in partnership with relevant internal stakeholders.
- Assist to develop and implement supporter experience journeys that drive retention and increase their lifetime value.
- Support the management of Supporter Experience Business rules ensuring retention, larger gifts, and build strong and fulfilling relationships.
- Assist in the development and testing of donor development journeys through the donor pyramid.
- Work with Supporter Care team to ensure all new supporters are identified daily, establishing and coordinating individualised stewardship plans for supporters.
- Monitor engagement and supporter activity within the complaints and feedback register, working with the Customer Service Team and key stakeholders to ensure that issues are resolved appropriately.
- Work closely with the Data department to develop regular reporting on supporter retention to ensure effectiveness and continuous improvement of all stewardship activities.
- Attending and facilitating events to engage with supporters as required.

## **Essential Selection Criteria**

- An understanding of and ability to operate within the Christian based beliefs, vision, mission, and values of The Leprosy Mission Australia.
- Fundraising qualification along with three years' experience in a fundraising or direct marketing role.
- Understanding of donor development processes and best practice supporter journeys.
- Exceptional understanding of direct marketing best practice principles including ROI goals, testing and segmentation strategies.

- Proven experience and understanding of a good fundraising story and the ability to transform this into an effective appeal.
- Excellent writing skills with a sound understanding of the psychology of fundraising and how to create impactful campaigns.
- A digital transformation mindset that values innovation and improvement.
- Excellent interpersonal and communication skills, both written and verbal with a collaborative mindset and the ability to work across and support multiple departments.
- Excellent planning and time management skills with the ability to effectively project-manage multiple campaigns to tight deadlines.
- Attention to detail and customer service focus mindset.
- Proactive with an ability to take initiative and problem solve.
- Aptitude and accuracy in data entry with experience with recordkeeping and supporter databases such as Dynamics 365, Salesforce, Blackbaud, or other database systems.

### **Special Requirements**

#### **Safeguarding**

- TLMA has a zero-tolerance policy towards any abuse, neglect, and exploitation to all people. Safeguarding is everyone's responsibility, and all employees are required to act in such a way that always safeguards the health and wellbeing of children and vulnerable adults.
- The postholder must sign, be familiar with, and comply with all TLMA organisational policies, including the Safeguarding Code of Conduct, the Safeguarding Policy and Procedures. All TLM staff are required to participate in mandatory safeguarding training.

#### **Eligibility**

- Permanent with permission to work in Australia
- Be prepared to provide National Police Check