

POSITION DESCRIPTION

Position title	Senior Campaign Coordinator – Community Fundraising		
Hours	Full time	Contract terms	Permanent
Location	Sydney	Department	Fundraising
Reporting to	National Individual Giving & Community Fundraising Manager	Number of Direct Reports	None

Primary Purpose

This role is responsible for managing Redkite’s own national community fundraising campaigns and third-party community fundraising events.

The role will also support the Individual Giving & Community Fundraising Manager to develop and implement a growth strategy aimed at acquiring, renewing and upgrading existing fundraisers, building Redkite’s community fundraising program.

The focus of this role is to manage project coordination, agency and supplier relationships, campaign planning, reporting analysis, data management, content development and budget management.

This position will at times be required to represent Redkite at various events and meetings, which will on occasion occur outside normal work hours.

The Community Campaigns Coordinator reports to the National Individual Giving & Community Fundraising Manager. This permanent full-time position is based in Redkite’s Sydney office and has no direct reports.

Key Focus Areas

Revenue Generation

- Plan for and implement new and existing national community and public fundraising campaigns as per Redkite calendar.
- Work with the Corporate Team to build corporate involvement in national community and public fundraising campaigns.
- Work with Redkite Services team to communicate with and engage Redkite beneficiaries in national community and public fundraising campaigns
- Support and develop key third party fundraising events
- Achieve and exceed financial targets and KPIs

Planning and Reporting

- Provide input into annual planning process for national community and public fundraising campaigns and related activities
- Implement strategies to increase the income and net return from the community fundraising program
- Work closely with the Marketing and Communications team to develop and execute communications to existing fundraisers and new prospects to increase campaigns registrations, participation, fundraising and retention via multiple channels
- Work closely with the Corporate Team to execute key third-party corporate fundraising events, helping our supporters achieve their income targets
- Working with the Individual Giving & Community Fundraising Manager to research and develop new fundraising campaign opportunities
- Undertake other duties as required and directed by Individual Giving & Community Fundraising Manager and/or General Manager Fundraising

Campaign Management

- Manage the day-to-day aspects of the fundraising campaigns
- Manage agencies and suppliers
- Provide regular reporting and updates on campaign results and outcomes
- Manage asset and creative approvals process
- Manage the regular tracking of campaign costs and ensure they do not exceed budgeted costs

Data Management & Administration

- Manage the roll out of fundraising campaigns including but not limited to providing data segmentation, liaising with suppliers and internal relationships including marketing and the data team
- Prepare and verify data briefs for community fundraising and public campaigns.
- Provide assistance and input on data integrity improvement projects
- Run regular reports to assist with tracking of all campaigns the role is responsible for
- Work with Individual Giving and Community Fundraising Manager to analyse campaign reports and improve outcomes

Donor Stewardship

- Provide excellent support to organisers in the running and marketing of key third party fundraising events
- Represent Redkite at key third party fundraising events.

- Assist in development and implement donor stewardship plan for community fundraising database to maximise retention

Content Development

- Work with other members of the Fundraising, Marketing and Services Team to develop content for donor care updates and national community and public fundraising campaigns
- Edit copy and creative of campaign collateral including community fundraising and public campaign materials, EDM's, social media promotion, thank you emails, fundraiser and donor engagement and welcome materials and coordinate review and approval processes

Relationship Management

- Work with agencies and consultants to assist with developing fundraising material, including fundraising campaign communications and donor care communications
- Work with internal stakeholders in the identifying of case studies and the development of campaign content

Skills & Competencies

Essential

- Minimum 2 years' experience in not-for-profit fundraising, either community fundraising, direct marketing, or campaign management
- An understanding of community fundraising campaign management
- CRM database experience, preferably Salesforce or similar
- Experience in the development of digital campaigns
- Exceptional interpersonal skills, with the ability to build excellent working relationships with suppliers and other Redkite stakeholders
- Excellent copy-editing skills with the ability to translate technical content for a wider audience
- Strong computer skills with advanced skills in Microsoft Office applications and databases
- Excellent written and verbal communication skills to enable high level phone and email communications
- Pipeline and budget management with proven results in meeting and exceeding revenue targets
- Demonstrated passion for data analytics
- Highly organised, possessing excellent project management skills
- Excellent attention to detail and administrative skills
- Strong data and analytical skills

	<ul style="list-style-type: none">• Ability to work under pressure and meet deadlines• Ability to work both independently and with a dynamic team in a fast-paced environment• Proactive, highly motivated and results driven
Desirable	<ul style="list-style-type: none">• Relevant tertiary qualifications in fundraising, marketing or communications