

<b>Job Title:</b>	<b>Direct Marketing Executive</b>	<b>Reports to:</b>	<b>Individual Giving Manager</b>
<b>Department:</b>	<b>Fundraising</b>	<b>Direct Reports:</b>	<b>None</b>
<b>Type of employment:</b>	<b>Full-time permanent</b>	<b>Hours per week:</b>	<b>38</b>

**Our Vision and Mission:**

Prostate Cancer Foundation of Australia (PCFA) is a broad based community organisation and the peak national body for prostate cancer in Australia. We are dedicated to reducing the impact of prostate cancer on Australian men, their partners and families, recognising the diversity of the Australian community. We do this by:

- Promoting and funding world leading, innovative research into prostate cancer
- Implementing awareness and advocacy campaigns and education programs for the Australian community, health professionals and Government
- Supporting men and their families affected by prostate cancer, through evidence-based information and resources, support groups and Prostate Cancer Specialist Nurses

PCFA relies on the generosity of individuals, the community and partnerships, to carry out our essential work.

**Our Values:**

- Integrity
- Optimism
- Compassion
- Respect
- Commitment

<b>Position Purpose:</b>	<p>The Direct Marketing Executive plays a key role within the PCFA Individual Giving team by coordinating the direct marketing fundraising program and contributing to the overall individual giving programs.</p> <p>The role will involve managing the day to day relationships with fundraising agencies, print and mail providers, internal communications team and data providers.</p> <p>You will also be responsible for the production of appeal data, creation of digital campaigns to support the direct marketing program and creation of donor journeys.</p> <p>There are significant plans for growth and the role will provide a chance to offer strategic and administrative support to the Individual Giving Manager in all areas of the individual giving program.</p>
<b>Key Relationships</b>	<p>Head of Fundraising &amp; Marketing Individual Giving Manager Philanthropy Manager Database Administrator Supporter Care Executive Community Fundraising Manager PCFA suppliers</p>

**KEY RESULT AREAS (KRA)**

Responsibilities and Objectives	Measurement
<b>Direct Marketing</b>	
Drive the implementation of the Direct Marketing Strategy to existing supporters as identified by the Individual Giving Manager and Head of Fundraising and Marketing.	
Manage the annual Direct Marketing budget and growth through successful and timely warm appeals and newsletter campaigns.	
Manage relationships with internal teams to support the implementation of direct mail and other fundraising campaigns including case studies, collateral, key messaging and imagery.	
Support and implement integrated email & digital campaigns in conjunction with direct mail campaigns.	
Implement a donor care strategy in order to increase donor numbers and reduce attrition rates to build long term relationships with PCFA donors.	
Work with the Individual Giving Manager in the development and implementation of digital and telemarketing campaigns in fundraising streams such as single giving acquisition, regular giving or art unions.	
Manage segmentation for warm direct mail and email appeals.	
Provide regular reports on direct mail campaigns including revenue, retention, response rates, ROI and RFM.	
Manage relationships with key suppliers such as third party contractors, printers, designers and mail houses to coordinate briefing, production of marketing materials.	
Develop thank you communications and supporter journeys for donors within the Individual Giving group	
Develop an understanding of industry trends to ensure best practice in direct marketing activities are maintained	
Work with the Individual Giving manager to grow income from In Memory and In Celebration donations.	
Other duties related to the effective and efficient management of this function as designed by the Head of Fundraising and Marketing or Individual Giving Manager	
<b>Human Resources</b>	
Adhere to PCFA's HR policies and work within the team environment to ensure all service standards are met	

**KEY RECRUITING CRITERIA (KRC)**

<b>Experience</b>	
Essential:	<ul style="list-style-type: none"> <li>- 3 - 5 years' experience in a fundraising environment</li> <li>- Strong experience in direct mail and integrated marketing &amp; segmentation</li> <li>- Experience managing supplier relationships</li> <li>- Proven ability to manage a project from end to end</li> <li>- Outstanding analytical skills and understanding of working to a tight budget.</li> </ul>
Desirable:	<ul style="list-style-type: none"> <li>- Raiser's Edge or similar CRM knowledge</li> <li>- Qualifications in marketing or communications or experience working in a fundraising/marketing environment</li> <li>- Social media or digital marketing experience</li> </ul>
<b>Skills / Qualifications</b>	
Essential:	<ul style="list-style-type: none"> <li>- Warm, friendly and confident manner</li> <li>- Demonstrated excellent verbal and written communication skills</li> <li>- Ability to interact confidentially with a range of audiences</li> <li>- Proficient computer skills, particularly with the Microsoft Office suite</li> <li>- Accuracy and excellent attention to detail</li> <li>- Ability to work autonomously and prioritise workloads</li> <li>- High level of initiative and resourcefulness</li> </ul>
Desirable:	<ul style="list-style-type: none"> <li>- An understanding of donor life cycle and donor stewardship principals</li> </ul>

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*By signing below, the Position Holder confirms:*

- *receipt and understanding of the duties required to be performed; agreement to fulfil the role to the best of their ability; that they are not aware of any pre-existing conditions/impairments that might be affected by, or impose limitations on the work to be performed; that failure to disclose any such conditions/impairments will mean ineligibility to claim workers compensation on those conditions/impairments which subsequently recur or worsen*

*This signed document will be kept in the Human Resources file.*

<b>Employee Signature:</b>		<b>Date:</b>
<b>Manager Signature:</b>		<b>Date:</b>