



NEW ZEALAND
RED CROSS
RIPEKA WHERO AOTEAROA

POSITION TITLE:	Direct Marketing Coordinator
LOCATION:	Wellington
RESPONSIBLE TO:	Direct Marketing Manager
DIRECTLY SUPERVISING:	N/A
FUNCTIONAL RELATIONSHIPS:	General Manager Fundraising, Marketing & Communications Direct Marketing Manager Database and Supporter Care Manager National Office Staff Area Staff Volunteers External agencies and suppliers

POSITION SUMMARY:

The Direct Marketing Coordinator is a fundraising role that is focussed on increasing loyalty and maximising income from existing and new supporters.

The role has a major focus on the development and implementation of effective direct marketing strategies, in line with the broad fundraising strategy. This involves ensuring that we communicate with our donors in a relevant, engaging and targeted manner using strong direct marketing techniques and skills to achieve successful campaigns.

The post holder is responsible for achieving the income and expenditure targets for direct mail and for contributing to increasing net income from individual donations across a range of media.

KEY RESPONSIBILITY AREAS:

- Responsible for the development and implementation of the direct mail strategy
- Help formulate and implement the direct marketing strategy
- Achieve income and expenditure targets set for direct mail appeals
- Work with the direct marketing team to develop individual supporter communications through a variety of channels
- Maximise appeal income through effective direct marketing techniques

- Develop and implement the direct mail testing strategy to continually improve appeal performance Work to integrate, appeal channels (mail, telephone and digital) as these are developed
- Manage the day to day relationships with external agencies and suppliers
- Provide accurate and insightful analysis, performance reports and benchmarking on how campaign appeals and supporter care/retention are performing
- In the event of a major emergency appeal, provide assistance/coordinate as required, including working unsociable hours if necessary. Tasks may include developing emergency appeals to all supporters, regular givers and cash givers, across a range of mediums
- Develop and implement strategies for converting emergency appeal donors to committed supporters and regular givers
- Work with the Direct Marketing Manager and Database and Supporter Care Manager to ensure that all PCI-DSS compliance, privacy, Charities Commission and legal requirements are met when processing donations and personal data, and sending such data externally

General

- Contribute to the development of annual operational plans and budgets which contribute to the achievement of the longer term fundraising strategy
- Keep the Direct Marketing Manager abreast of key tasks, results, potential and emerging risks and issues
- Support colleagues and volunteers with various supporter care activities
- Carry out such duties as may be required from time to time by the Direct Marketing Manager and the General Manager Fundraising, Marketing & Communications
- Uphold the Fundamental Principles of the Red Cross and Red Crescent Movement
- Participate in shared learning opportunities with the Fundraising Institute of New Zealand and overseas Red Cross National Societies

Health & Safety

- Take responsibility for your personal health, safety and wellbeing and that of others, by not knowingly putting yourself or others at risk
- Follow all safety and wellbeing procedures and instructions advised to you
- Report incidents, including near misses, promptly for investigation
- Actively deal with and /or report unsafe practices, actions and / or conditions for prompt attention
- Actively participate in the management of health, safety and wellbeing in your workplace and bring any concerns or suggestions to the attention of your manager and/ or health safety and wellbeing representative.

DELEGATIONS:

Staff Management

Number of direct reports	0
Number of staff reporting to direct reports	0

Delegations

Financial Delegations	
Employment Related Delegations	

Note: The foregoing paragraphs are intended to describe the duties that the appointee will be expected to undertake in this position.

It should not be regarded as a complete and exhaustive list and does not prevent the addition, alteration or deletion of duties from time to time in accordance with the needs of New Zealand Red Cross. Any changes will be mutually agreed.

It is inherent in all areas of Red Cross work that staff are required to apply and uphold the Principles of Red Cross Red Crescent.

PERSON SPECIFICATION:

Education / training

- Formal qualification in direct marketing / sales is desirable
- Educated to degree level

Experience

- Proven success in creating, executing and evaluating direct marketing campaigns
- Experience of working in a not for profit environment
- Experience of working within a fundraising context desirable
- Experience of managing external agencies desirable
- Experience of using a fundraising database desirable
- Experience of managing multiple tasks to deadlines and prioritising own workload
- Experience of supporting and developing less experienced colleagues desirable

Knowledge / technical skills

- A direct marketing professional with proven skills in fundraising and direct marketing
- An appreciation of the legislation affecting charity marketing and fundraising
- Ability to engender internal support
- Attention to detail and excellent numeracy skills
- Ability to research and report on complex information from various sources
- Excellent written and oral communication and negotiation skills
- At least intermediate in Microsoft Word and Excel

Competencies

- Analysis, problem solving and decision-making, confidence to handle complaints
- Methodical approach to work with the ability to initiate, implement and complete tasks to a high standard and with minimum supervision
- Lateral, innovative and creative thinking, demonstrable initiative
- Planning and managing projects and activities
- Excellent communication skills, ability to mix and work with a wide range of people with a confident and friendly in approach
- Proven ability to inspire and motivate volunteers and supporters

Behaviours

- Uphold the Fundamental Principles of the Red Cross and Red Crescent Movement
- Recognise and value the contribution of others

- Demonstrate flexibility and open-mindedness
- Empathy with humanitarian causes
- Be enthusiastic and commit to work as a team member of Red Cross
- A commitment to the Fundamental Principle of the International Red Cross Movement is imperative

APPROVED:

Authorised signature:	
Name:	Niamh Lawless
Position:	Secretary General
Date:	