

Te Tūranga | Position Description

Title:	Direct Marketing Specialist
Team:	Fundraising and Communications Team
Reporting to:	GM Fundraising and Communications
Location:	National Office, Wellington

Aronga Nui | Our Purpose

Ko te hāngai ki te whakatakanga ngātahi, a, ko te aronga tōtika ki ngā tini kaupēhipēhi me te hoe ngātahi i tā rātou kōkiri whakamua.

Manaaki Tāngata | Victim Support is here 24/7 for people directly affected by crime and traumatic events, including their whānau and witnesses. We support people to feel informed, empowered, safe and able to cope with the impact.

We are committed to upholding the principles of Te Tiriti o Waitangi to ensure equitable access and outcomes for Māori clients and that kaimahi Māori can thrive within our organisation.

Ngā Uara | Our Values

At our core of how we work are our values:

Manaakitanga | Whanaungatanga | Kotahitanga | Rangatiratanga | Kaitiakitanga

Te Kaupapa | Role Purpose

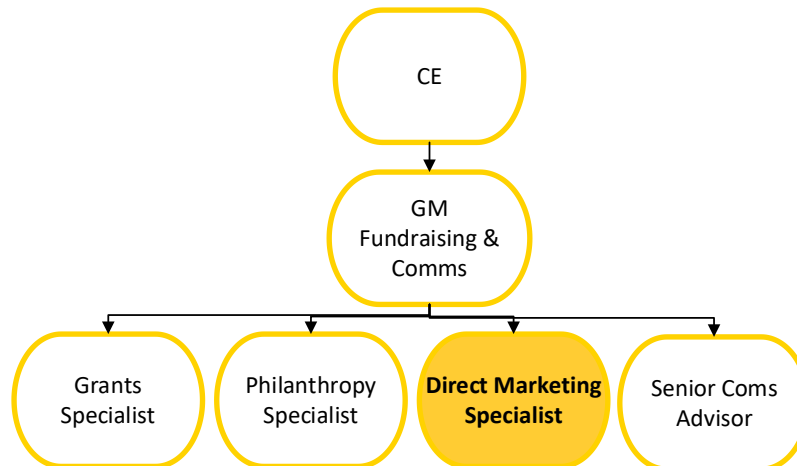
The primary purpose of this role is to reset, strengthen and grow the Individual Giving programme through end-to-end ownership and delivery.

The Direct Marketing Specialist is tasked with transforming the Single Giving and Regular Giving programmes into high-performing, sustainable income streams by embedding best practice, establishing robust reporting and improving donor experience.

The role will confidently develop and implement the programmes, driving acquisition and retention through strong project management, database capability and effective storytelling.

As part of a small, supportive team, you'll contribute across the wider fundraising and communications programme when necessary.

Te Rārangi Tūranga/Role Structure



Ngā Mahi | Do

Key Responsibilities:

- Plan and manage the end-to-end delivery of Direct Marketing campaigns and activities, aligned to the Fundraising and Communications strategy.
- Bring specialist expertise, energy and continuous improvement thinking to help build a high-performing programme to meet ambitious fundraising goals.
- In collaboration with the Philanthropy Specialist, create and manage Individual Giving donor communications, including nurture journeys and supporter surveys.
- Drive the development of high-quality systems and communications to create a modern, effective donor pipeline that facilitates increased donor engagement and conversion.
- Establish and maintain effective processes, systems and ways of working.
- Brief and manage external supplier relationships, ensuring effective delivery of campaigns and activities.
- Drive donor acquisition, primarily through digital and telemarketing channels.
- Embed fundraising best practice into the programme, applying effective storytelling, data segmentation, and analysis to strengthen the programme.
- Oversee the email platform (currently Mailchimp), including building, sending and reporting on fundraising and wider organisational email sends.
- Manage the Regular Giving programme, encompassing donor care, annual receipting, donation failures and other retention activity.
- Accurately import, export, and reconcile data across fundraising platforms, to support campaign and appeal delivery.
- Monitor, analyse and report on the performance of Direct Marketing activity, using insights to inform optimisation and improvement.
- Attend planned and appropriate professional development as discussed with your manager.

- Maintain a positive ongoing working relationship with the NZ Police throughout your employment and retain their trust and confidence at all times.
- Comply with all Victim Support policies and procedures and alert your manager to any potential breaches or issues.
- Undertake additional responsibilities and activities as may be reasonably requested by your manager.

Pūkenga | Key Skills

This role is ideal for an experienced fundraiser looking for an opportunity to make a difference in the lives of those affected by crime and traumatic events.

The successful candidate will have the opportunity to develop and implement innovative Direct Marketing strategies and play a key role in delivering the Fundraising and Communications strategy.

- At least 5+ years of experience in a similar role, with demonstrated experience in delivering successful multi-channel Direct Marketing campaigns.
- Outstanding project management skills, with the ability to manage multiple campaigns simultaneously and to deadline.
- Strong analytical skills and experience in data analysis and segmentation.
- Excellent communication skills, particularly written.
- A genuine enthusiasm for connecting with people, whether by phone, face-to-face or through digital channels.
- Proven ability to work collaboratively with both internal teams and external agencies.
- Current understanding of fundraising best practices and industry trends.
- Salesforce experience is highly desirable.
- Able to work as part of a team as well as independently.
- Can be self-sufficient and relied upon to work effectively with limited oversight.