

POSITION DESCRIPTION



POSITION TITLE: Campaign Manager - Fundraising

LOCATION: SPCA National Office, Henderson

REPORTS TO: Legacy and Campaign Development Manager

PURPOSE:

Campaign Manager - Fundraising will work closely with the Campaign Development Specialist and is responsible for project managing and executing planned donor acquisition and retention activity. This will require strong project management skills to ensure that both internal and external suppliers deliver all projects on time and on budget, across all channels. This role will manage day to day supplier relationships ensuring that we actively manage our suppliers to ensure the best outcomes from all activity.

KEY ACCOUNTABILITIES:	KEY RESPONSIBILITIES:
1. Project Management	<ul style="list-style-type: none">• Project manages fundraising campaign plans for both single cash and regular giving to ensure on time and on budget delivery of :<ul style="list-style-type: none">○ Multi channel/Multi format acquisition○ Integrated cash fundraising from existing base○ Retention campaigns to reduce donor attrition○ Reactivation campaigns to reengage lapsed donors○ Conversion campaigns• Project manages legacy donor campaigns briefed by Donor Relations Specialist
2. Supplier Management	<ul style="list-style-type: none">• Oversees the daily management of face to face, lead generation and telemarketing agencies, serving as the key point of contact.• Actively monitors supplier results against internal KPIs to ensure ROI is maximised• Proactively address poor campaign performance with a focus on early termination• Works with Data and Insights team and Campaign Development Specialist to utilise insights to ensure<ul style="list-style-type: none">○ suppliers are targeting appropriate geographic areas for Face to Face recruitment○ telemarketing activities are appropriately tailored to donor potential and areas of interest.• Manages relationships with mailhouses and printers• Conducts regular supplier reviews to ensure SPCA is

	<ul style="list-style-type: none"> ○ receiving the best rates available ○ capitalising on new fundraising product opportunities ● Ensures seamless sharing of information between SPCA and suppliers to ensure minimal disruption to BAU ● Ensures agencies and their teams receive the training and support needed to meet targets
3. Supports process improvement groups and projects across the organisation to improve organisational performance.	<ul style="list-style-type: none"> ● Actively participates in these groups and works collaboratively with all members of staff to achieve goals. ● Carries out project work as requested.
4. Actively contributes to Health & Safety	<ul style="list-style-type: none"> ● Ensures that a safe and healthy working environment is maintained at all times. ● Complies with Health and Safety legislation and regulations. ● Takes responsibility for your own health and safety and ensures no action or inaction on your own part harms others in the workplace. ● Contributes towards the development and implementation of policies and procedures that ensure compliance with the Health and Safety at Work Act (2015). ● Is aware of and can identify hazards and risks to which the organisation may be exposed and takes appropriate action accordingly. ● Has knowledge of and is able to apply emergency procedures ● Champions Health and Safety at all events
7. Participates as a professional and constructive member of the Engagement Team	<ul style="list-style-type: none"> ● Attends team meetings as required. ● Contributes towards the achievement of strategic and operational goals of the SPCA ● Acts professionally and non-judgmentally. Embodies the SPCA values and strives to achieve the SPCA Mission.
8. Carries out other duties as required from time to time.	<ul style="list-style-type: none"> ● Provides support and assistance to SPCA events and campaigns as requested. ● Duties and responsibilities described above should not be construed as a complete and exhaustive list as it is not the intention to limit the scope or the functions of the position. Duties and responsibilities can be amended from time to time by the Employer to meet any changing condition.

INTERNAL FUNCTIONAL RELATIONSHIPS:

- All SPCA staff and Management
- Volunteers and students

EXTERNAL FUNCTIONAL RELATIONSHIPS:

- Other Animal Welfare Agencies
- Members of the Public

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- Suppliers and Contractors
- Donors

PERSON SPECIFICATION:

Qualifications and Experience

- 5 years of fundraising experience strongly preferred
- A degree qualification in marketing, communications or equivalent preferred.
- Fundraising Agency management experience
- Production experience

Skills and Knowledge

- Strong verbal communication skills and the ability to develop positive relationships with people in all sectors throughout the community are essential
- Excellent time management, project planning and prioritisation skills
- A well organised and planned approach to work
- High level of attention to detail
- Ability to analyse data and provide detailed reporting
- Very good interpersonal skills - ability to build rapport with donors, staff stakeholders and suppliers
- Sound computer skills including MS Office products.

Personal Attributes

- A commitment to high quality work and professionalism.
- Highly organised with the ability to prioritise, multi task and meet expected deadlines.
- Ability to manage confidential information with responsibility and integrity.
- Ability to manage stress and handle emotional situations while retaining empathy.
- Excellent written and oral communication skills.
- Ability to work cohesively and effectively with all SPCA staff.
- Results orientated
- Ability to champion donor care and have a sound understanding of the theory and practice of donor retention
- Professional in approach, open and engaging in manner.
- Strong commitment to the values of the SPCA.

