

JOB DESCRIPTION

JOB TITLE:	Individual Giving Specialist - Acquisition
LOCATION:	National
CONTRACT TYPE:	Full time, permanent
REPORTS TO:	Individual Giving Manager
DIRECT REPORTS:	None

Context and purpose of the position:

Reporting to the Individual Giving Manager, the Individual Giving Coordinator – Acquisition is responsible for delivering new regular giving donors through existing internal and external channels, and to maximise the return on fundraising investment. This role will have a direct impact in supporting our work to save children’s lives around the world and enable us to undertake our important work assisting children in New Zealand.

This is both a strategic and hands-on role which include ensuring investment is maximised and recommending shifts in investment when appropriate, the continual refinement and optimisation of the current Regular Giving Acquisition strategy, investigating and implementing tactics to improve retention, reduce attrition and delinquency, and grow the average gift. This role intuitively understands how regular giving is the backbone of Save the Children’s work, and is motivated to grow this donor pool in a healthy and respectful way, to ensure that we can continue to save a many lives as possible.

The hands-on aspects of the role require an understanding of best practice in key fundraising channels including Face to Face and Telephone marketing, agency management, creative proposition development and onboarding donor communications. A key component of this role will be building positive relationships with fundraising agencies to ensure they meet and exceed agreed performance targets and that we are working with them in partnership.

Working alongside other members of the Fundraising and Communications teams, the Individual Giving Coordinator - Acquisition will always be on the lookout for new opportunities to leverage acquisition activities and increase brand awareness. They will be flexible and able to adapt the plan while still maintaining the vision on how to achieve the overarching goal of acquiring new regular givers.

Key areas of Responsibility:

TASK	KEY RESULT AREAS
Manage a multi-channel acquisition investment strategy	<ul style="list-style-type: none">• Manage a multi-channel portfolio to acquire new regular giving supporters, including working with multiple fundraising agencies.• Work closely with the in-house digital team to lead and deliver effective digital marketing and campaigns and to ensure a sufficient supply of high-quality leads are delivered to telephone agencies• Develop annual acquisition plans in conjunction with broader Fundraising plans to ensure programme sustainability and maximum return on investment, including

	<p>RG targets and budgets, and recommend alternate investment plans in order to maximise investment and donor numbers.</p> <ul style="list-style-type: none"> • Ensure all opportunities are taken to promote regular giving to current or lapsed Save the Children supporters, including managing internal acquisition channels through Reactivation and Conversion. • Identify new opportunities to recruit and retain Regular Givers, develop proposals to present recommendations for testing to Individual Giving Manager. • Participate in Save the Children International's Fundraising Hub practitioners groups as well as NZ industry peer groups to ensure best practice is being used and identify areas for development across the programme.
<p>Manage relationships with external agencies and fundraisers</p>	<ul style="list-style-type: none"> • Develop and maintain high level relationships with agencies and ensure we are working in partnership with agencies who deliver quality donors and meet targets. • Manage agencies on quality KPIs by monitoring and confirming results weekly, reporting back to the agency on areas for improvement or complaints, and taking necessary action when KPIs are not met. • Oversee quality assurance programmes, including call listening and mystery shopping, to regularly monitor Telephone and Face to Face fundraisers' adherence to script and brand propositions. • Ensure the delivery of regular high-quality in-person training, constant updates and rewarding best performing fundraising teams to ensure campaigners are educated and inspired about Save the Children's work. • Participate in contract negotiations, ensuring a workable mutually beneficial contract is in place that includes quality KPIs for agencies to be consistently measured against. • Represent Save the Children to the Public Fundraising Association
<p>Manage donor communications and journey for the 'New Regular Giver' audience segment</p>	<ul style="list-style-type: none"> • Working with the Communications team, implement a communications programme for new regular giving proposition to demonstrate long-term impact to donors • Utilise mail, email, website, SMS and telemarketing to communicate with donors to show impact. • Work with Communications team to ensure appropriate communications are sent in a timely regular manner to new Regular Givers as set out in onboarding journey. • Ensure a regular clear handover of new donors to Individual Giving Manager – Retention.
<p>Be a leader within the Fundraising team</p>	<ul style="list-style-type: none"> • Establish good working relationships with Fundraising and Communications colleagues to integrate acquisition campaigns and maximise opportunities across the organisation. • Work with Database Manager when implementing changes or new campaigns to ensure internal processes are set up

	<p>correctly to meet contractual obligations as well as reporting needs.</p> <ul style="list-style-type: none"> • Ensure CRM records are updated accurately and in a timely fashion, in line with the Database Policy.
<p>Monitoring, reporting and budgeting</p>	<p>Use reporting to:</p> <ul style="list-style-type: none"> • Identify trends in contact and conversion rates, attrition and payment delinquency • Actively manage, optimise, and feed back to agencies • Report to the Individual Giving Manager on results and potential threats the programme is facing. • Use a forecasting model to predict income, donors and expenditure and ensure the overall programme is achieving our ROI and LTV targets. • Ensure all donor data is kept up to date in Raiser's Edge, and agency data input is monitored for consistency. • Personally ensure CRM records are updated accurately and in a timely fashion, in line with the Database Policy. • Track spend to ensure we are staying within budget whilst achieving donor recruitment targets to ensure we are attaining our Cost Per Donor and Average Gift targets. • Carry out post campaign analysis including results, key learnings and recommendations for future activities. •