

POSITION DESCRIPTION (PD) FOR CAMPAIGN COORDINATOR			
Position Title (Generic):	Coordinator	Position Title (Specific):	Campaign Coordinator
Reporting to:	Fundraising Director	Direct Reports:	None
Position Location:	(FR) Fundraising National Office If Other, please identify: Click here to enter text.	Position Code:	FO-FT
Full Time Equivalent (FTE):	Full-time=1.0FTE Fixed Term	Date:	30/10/2023
Financial Authority:	<input type="checkbox"/> Authority level to Click here to enter text. <input checked="" type="checkbox"/> Credit card to monthly cap of \$3000pm	Rem Code:	FG
		Rem Steps:	From: Step21 To: Step28
		Award	No Award - ACBC guidelines
About Catholic Mission (CM)	Catholic Mission is the Pope's international mission agency in Australia. We partner with communities, helping them to flourish by supporting grassroots projects, including healthcare, education, and faith formation, and being an active voice for human rights.		
Purpose of Role	<p>The Campaign Coordinator is responsible for developing and delivering all aspects of CM's fundraising campaigns, church appeals and community fundraising activities.</p> <p>The primary focus of this role is:</p> <ol style="list-style-type: none"> Campaigns: develop and project manage fundraising campaigns from concept to completion to meet or exceed income and engagement goals. Church appeals: develop and project manage church appeals from concept to production to help meet or exceed income and engagement goals. Community fundraising: coordinate all community fundraising activities from individual inbound queries to engagement with third party platforms and providers. Program management: ensure CM's campaigns, church appeals, and community fundraising activities are successfully delivered in a timely and collaborative manner, meet or exceed targets, are within budget and are reported on regularly. <p>Campaigns CM's campaigns, church appeals, and community fundraising programs play a vital role in our Fundraising and represent over a third of total fundraising income. This role is essential in helping acquire, grow, and steward donors to achieve CM's mission.</p>		
Primary Duties & Key Performance Indicators (KPIs)			
Key Responsibility Areas – Expected End Results	Key Performance Indicators (KPIs) – Measures of Success		
1. Campaigns	<ul style="list-style-type: none"> Develop and project manage fundraising campaigns from concept to completion to meet or exceed income and engagement goals. These may include but are not limited to: <ul style="list-style-type: none"> 4 warm appeals (quarterly) 2 acquisition appeals Gift catalogue Emergency appeals (as required) Brief Data Analyst on segmentation for each campaign, channel, timings for extraction of data and mail house processes, or when appropriate, engage external CRM consultants. Collaborate with Communications & Digital team to facilitate all digital aspects of each campaign, including but not limited to emails, SMS, web, social media, videos, and ads. Brief phone and donation processing teams on relevant aspects of each campaign. Brief and manage internal and external stakeholders on copy, design, print and production of all digital and print aspects of each campaign. Work with Data Analyst and Donor Services & Engagement Manager to provide snapshots of appeal metrics during active campaigns, with an end of campaign report at completion. Research, develop, implement, and manage new and innovative campaigns and tactics to help increase donor acquisition and retention, and lift giving. 		
2. Church appeals	<ul style="list-style-type: none"> Develop and project manage church appeals from concept to production to help meet or exceed income and engagement goals. Collaborate with diocesan teams to ensure church collateral and resources are relevant, appealing, delivered in a timely manner and used effectively to engage priests, parish staff, parish speakers and prospective donors. 		

	<ul style="list-style-type: none"> Collaborate with Communications, Digital and diocesan teams to promotion campaigns across multiple channels, including parishes, web, social media, Catholic publications, etc. Work with Data Analyst and Donor Services & Engagement Manager to provide snapshots of appeal metrics during active campaigns – primarily EOFY and World Mission Month – with an end of campaign report upon completion.
3. Community fundraising	<ul style="list-style-type: none"> Coordinate all inbound community fundraising queries and work with relevant Diocesan Director to ensure the fundraiser is resourced and supported in their efforts. Manage engagement with third-party providers, e.g., Inspired Adventures, mycause, etc. Collaborate with Programs, Communications & Digital and Fundraising team to develop any relevant promotional materials or activities to help facilitate community fundraising.
4. Program management	<ul style="list-style-type: none"> Collaborate with the Regular Giving Coordinator to deliver our quarterly donor stewardship newsletter, <i>Mission Together</i>. Manage income and expenditure to ensure campaign success and that financial and engagement objectives are met. Travel within AUS and internationally to gather content for campaigns as required. Collaborate with Programs, Fundraising, diocesan teams, and other relevant stakeholders, including external, to facilitate the engagement of mission partners in our fundraising initiatives, including but are not limited to visiting parishes, donor events, schools, etc. Collaborate with internal stakeholders to integrate campaigns, church appeals and community fundraising into other areas of fundraising, formation, and communication to maximise the benefit to and engagement with CM.
5. Comply with CM’s safeguarding policy and code of conduct.	<ul style="list-style-type: none"> Comply with best practice for safeguarding children and vulnerable people in accordance with established laws, standards and organisation policy and procedures. Breaches are identified and reported where appropriate, in order to eliminate or prevent the abuse of children and/ or vulnerable people.
6. Comply with CM’s WH&S measures and standards.	<ul style="list-style-type: none"> Comply with best practice for safe work practices in accordance with established laws, standards and organisation policy and procedures. Risks/hazards are identified and reported where appropriate, in order to eliminate or prevent the risk recurring. Consultative processes provided by Catholic Mission are engaged.

Challenges of the Position

- Achieving best practice in fundraising across direct mail, digital, phone and other channels.
- Understanding and appreciation toward fundraising and best practice across CM, especially amongst regional staff.
- Increasing strategic and operational use of the database for campaigns, segmentation, etc.
- Consistency in implementing church appeals across CM, including collateral.

Skills & Attributes

Experience

- Demonstrated experience in fundraising/marketing and understanding of/interest in fundraising principles, or related.
- Proven ability to maintain good relationships with external and internal stakeholders.
- Experience with Microsoft Excel to filter and spot errors in large spreadsheets.
- Experience in database use and data analysis advantageous.

Skills

- Be a team player with the ability to collaborate with (and lead collaboration of) others.
- Ability to prioritise and work effectively to meet project deadlines.
- Excellent organisational and time management skills.
- High level of attention to detail and accuracy.
- Strong communication skills including written, verbal, interpersonal, influencing, negotiation and presentation.
- Self-motivated and works autonomously, using initiative when required, with a disciplined and determined approach.
- Be enthusiastic, resilient, adaptable, and energetic.
- Learning mindset with commitment to bringing best practice in fundraising to CM.

Additional

- Interest in working for the not-for-profit sector.
- Understanding and appreciation of the role of the Catholic Church in mission.

Other

- All applicants must be eligible to work within Australia.
- A Criminal History Check is required for this position.
- A Working with Children Check is required for this position.
- This position requires occasional travel both internationally and nationally.

- Commitment to CM’s agency requirements, including attendance at staff and management meetings; completion of all finance and operational reporting requirements as per CM’s policies and/or line manager’s directive, adherence to program, HR and Finance policies and procedures.
- You will receive a Mobile Phone Plan (\$325pa)
- Capacity to work outside standard business hours.

Key Stakeholders/Relationships	
Internal	<ul style="list-style-type: none"> • Fundraising Director • Fundraising Team • Community Engagement Team: <ul style="list-style-type: none"> ○ Donor Services & Engagement ○ Communications & Digital ○ Programs ○ Mission Formation • Diocesan Directors and Diocesan Support Staff • Finance
External	<ul style="list-style-type: none"> • Supporters • Suppliers / Contractors • Consultants

PREPARED BY		REVIEWED BY	
Name	Adrienne Williams	Name	Sharon Messina
Position Title	Fundraising Director	Position Title	HR Director
Date	27/10/2023	Date	27/10/2023
AUTHORISATION: 1 st Level		AUTHORISATION: 2 nd Level	
Name	Peter Gates	Name	Brian Lucas
Position Title	Deputy National Director	Position Title	National Director
Date	30/10/2023	Date	30/10/2023