NATIONAL TRUST OF AUSTRALIA (NSW)
POSITION DESCRIPTION

Role: Direct Marketing and Membership Manager
Department: Fundraising
Primary Location: National Trust Centre (NTC) Observatory Hill, Millers Point, Sydney
Reporting Manager: Director Development, Philanthropy and Bequests
Direct Reports: Nil
Hours of work: 35 per week
Salary Package: $77k

Organisation Overview
The National Trust of Australia (New South Wales) is the State’s largest community based conservation organisation. It operates a number of important museums and historic properties while also looking after a large collection of objects and archaeological artefacts.

The Trust is established and its role defined by the National Trust of Australia (New South Wales) Act 1990.

The Trust is committed to providing educational and cultural services that will enhance public knowledge and enjoyment of these resources.

Vision: To be trusted as a leading guardian of Australia’s built, cultural and natural heritage, and defender of our sense of place and belonging in a changing world.

Mission: Advocate for the conservation of our built, cultural and natural heritage by engaging with the community and government. Conserve and protect our built, cultural and natural heritage by example, advice and support. Educate and engage the community by telling our stories in ways that awaken a sense of place and belonging.

Primary Purpose
The role is primarily responsible for delivering and maintaining the Trust’s direct marketing campaigns to maintain and grow memberships and the organisation’s regular donor base, and to provide processing, event and scheduling support to increase all additional fundraising income through new and existing funding channels such as bequests, patrons and community fundraising.

Key Accountabilities
The position holder has responsibility for:

- Strategic management of the delivery of quarterly campaigns - direct mail, digital, telemarketing and other community channels, to reduce costs, improve efficiencies and increase donor numbers and annual revenues
- Management and analysis of monthly donor and membership reporting across all fundraising channels including Direct Mail, Regular Giving, Bequest, Patron, Corporate, Peer to Peer and Community Fundraising
- Tracking of each campaign against key performance indicators
- Developing and monitoring donor and member journeys and managing all cancellation processes
- Identifying and investigating new direct marketing channels for monthly and one-off individual giving
- Accurate and timely data entry and receipting of all membership and donor transactions
- Working with key stakeholders across the organisation to grow new direct mail, email and SMS subscriptions
- Managing large complex data sets to identify relevant segments for trials and archiving
- Exercising due diligence to ensure occupational, work health and safety risks are addressed
- Undertaking all other tasks and duties in consultation with the Director Development, Philanthropy and Bequests, of relevance to the role

**Key challenges**
Supporting the National Trust as a highly respected and recognised advocacy, conservation and educational body by:

- Building fundraising opportunities to strengthen the revenue streams of the Trust whilst remaining true to the independence of the Trust
- Working across a diverse stakeholder group to deliver the Trust’s priorities
- Positioning the Trust as relevant to culturally diverse and younger generations
- Maintaining high levels of personal enthusiasm, commitment to and involvement in the work of the Trust, including engagement in weekend and evening activities

**Qualifications**

- Recognised credibility and commitment to heritage/conservation
- Tertiary qualification or equivalent experience in a Fundraising or Marketing discipline
- Data analysis including targeting, segmentation, testing and data analysis skills

**Key Result Areas**

**Resilience and Courage**
- Be flexible, show initiative and respond quickly when situations change
- Remain calm under pressure and in challenging situations

**Act with Integrity**
- Represent the organisation in an honest, ethical and professional way and encourage others to do so

**Value Diversity and Inclusion**
- Show respect for diverse backgrounds, experiences and perspectives

**Communicate Effectively**
- Communicate concisely and clearly with all stakeholders and maintain the goodwill of donors, volunteers and the broader community
• Present with credibility and engage varied audiences
• Write fluently and persuasively in a range of styles and formats

Work Collaboratively
• Collaborate with internal stakeholders and value their unique contribution
• Facilitate opportunities to engage and collaborate with philanthropic donors to achieve objectives

Influence and Negotiate
• Gain consensus and commitment from others

Deliver Results
• Facilitate effective print and digital campaigns
• Delivery of fundraising campaigns with major donors and/or charitable trusts and foundations to raise substantial funds

Plan and Prioritise
• Continually research and develop plans to expand the National Trust acquisition and retention channels

Think and Solve Problems
• Research and analyse giving trend information, identify interrelationships and make recommendations based on relevant evidence
• Ability to extract, code, segment and archive data

Demonstrate Accountability
• Adhere to any relevant legislation and policies

Finance
• Manage donor and member processing and receipting
• Manage quoting, payments and scheduling with campaign suppliers
• Report and monitor the progress of income outcomes against targets

Technology
• Working knowledge of the main software applications including Microsoft Word, Excel, Powerpoint and the Customer Relationship Management database; iMIS or equivalent

Project Management
• Forecast and budget for future projects and use analytical skills to interpret and report on results
• Interpret reports to identify opportunities to increase revenue

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. Following consultation, the aspects mentioned above may be altered in accordance with the changing requirements of the role.

Approval Date: January 2019