

# Direct Marketing Manager

Oxfam is committed to preventing any type of unwanted behavior at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

<b>Position Number</b>	576
<b>Classification</b>	Category 2
<b>Section/Unit</b>	Fundraising and Resource Growth
<b>Reports to</b>	Head of Supporter Activation and such other persons as directed
<b>Hours of Work</b>	35 hours per week
<b>Suitable for Job Share</b>	YES
<b>On Call Duties</b>	NO

### Scope of Position

The Fundraising and Resource Growth Section (FRG) at Oxfam Australia exists to inspire and invite individuals, communities and institutions to contribute their financial support, ideas and resources to advance our shared purpose of achieving a just and sustainable world without poverty.

The Direct Marketing Manager is accountable for the performance of Oxfam Australia's portfolio of mass fundraising initiatives spanning multiple segments, products, campaigns and channels that inspire initial and continued support of our work. In taking a strategic and "Supporter First" approach, the position ensures that fundraising activities achieve the right balance in driving annual net revenue; long term supporter loyalty; and appropriate overarching levels of ROI.

The position also works cross-functionally to ensure that fundraising campaigns are aligned to the OAU strategy; meet the high ethical standards that Oxfam sets and that communications accurately reflect the work of the Agency and the context in which we operate

The position leads a team comprising Direct Marketing coordinators; a Gifts and Wills specialist coordinator; and a Special Supporter Coordinator that ensures appropriate relationship management of mid and high value segments across mass fundraising initiatives. The position is responsible for directing the resourcing of this team to drive optimum levels of engagement and financial support from appeals; regular giving; middle donor; bequests and P2P fundraising approaches.

## **Key Responsibilities**

- Lead and manage the Direct Marketing team to embed a culture of agility; collaboration; high performance; accountability and “Supporter First” thinking
- Lead the development, implementation and performance management of Oxfam Australia’s segmented multi-channel approaches to supporter lead generation; acquisition, retention, engagement and growth
- Work closely with the Supporter Experience team to ensure fundraising campaigns are insights led, targeted and tailored to the needs of individual supporter segments
- Set, monitor and achieve the delivery of key performance indicators including financial projections across all areas of the portfolio
- Closely monitor internal procedures and processes in order to maximise supporter income and to identify communication opportunities and appropriate supporter care
- Lead and oversee analysis of all fundraising activities as pertains to net revenue performance; ROI and supporter experience.
- Work in conjunction with the Head of Supporter Experience and design leads from the OAU Innovation and Impact hub to efficiently test new product and engagement offerings and implement at scale pending successful piloting
- Ensure organisation standards, policies and statutory requirements are upheld in area of delegation, including Oxfam Australia’s brand requirements and ethical standards for communications

## **People Management**

- Lead and manage the Direct Marketing unit so they act as a high performing team through the delivery of best practice approaches to people recruitment, retention, performance management, team working and staff development
- Plan the scheduling of annual fundraising and engagement campaigns and direct and prioritise the work of the Direct Marketing team to ensure efficient and effective use of team resourcing
- Ensure all staff under management demonstrate good human resource practice and comply with agency policies and procedures
- Implement and monitor equity, diversity, child safe and staff health and wellbeing policies and procedures within areas of delegation
- Managers are responsible for complying with safe work practices, procedures and instructions in accordance with legislation and Oxfam Australia WHS policies and procedures for self and for staff under management

## **Living our Values**

- Accountability – You are able to set clear goals and monitor personal progress against them.
- Empowerment – You are capable of having open, honest and respectful dialogue with others, respecting and including partnerships and communities perspectives into our working activities.
- Equality – You work to high ethical standards and treat all people with respect.
- Inclusiveness – You embrace diversity and able to enrich work activities with diverse perspectives.

- Sustainability – You are committed to achieving sustainable results in all aspects of their work.

### **Technical Knowledge & Experience**

- Extensive senior experience in the development, implementation and oversight of highly effective direct marketing and communications campaigns in a fundraising context
- Significant experience in managing and directing cross-functional teams and in performance managing external suppliers
- Detailed understanding of supporter/customer segmentation best practice approaches and techniques
- Superior project management skills, including planning and exceptional attention to detail, to deliver campaigns to time and budget;
- Extensive experience in analysing data to develop effective strategies and robust budgets
- Extensive experience in leveraging large CRM systems to support effective direct marketing campaigns

### **Personal Skills & Attributes**

- Strong leadership and management skills with the ability to create and sustain high performing teams
- Exceptional communications and interpersonal skills
- Exceptional analytical and budget management skills
- Commitment to Oxfam's purpose, culture and ways of working
- Customer and goal focused
- High degree of emotional intelligence and humility
- Growth mindset and desire to cross skill
- Flexibility in work undertaken in order to assist colleagues and the organisation

### **Travel**

Occasional international and/or interstate travel is a requirement of the position. It is a condition of employment that staff abide by all agency security and safety protocols, policies and procedures and the Oxfam International Security Protocol.

### **Child Safeguarding**

As an agency undertaking work both nationally and internationally and in humanitarian response, OAU takes its duty of care seriously to safeguard children and recognises that it must meet community expectations and the trust placed in its personnel to maintain the highest standards of conduct with children. Therefore, all positions within OAU are required to understand and comply with the Child Safeguarding Policy, Code of Conduct, toolkit and Social Media User Policy.

- This role requires Oxfam representation when occasionally visiting the field (overseas and domestic).
- This role requires access to information relating to children.
- This role involves making decisions which may affect children, including volunteers and other supporters under the age of 18.