

POSITION DESCRIPTION

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| Position: | Supporter Engagement Coordinator |
| Department: | Fundraising |
| Reporting to: | Individual Giving Manager |
| Direct Reports: | N/A |
| Location: | Newcastle NSW Office, Hybrid, and/or Remote (negotiable) |
| Position Type: | Full time (or 4 days negotiable), permanent position |

ABOUT BREAST CANCER TRIALS

Breast Cancer Trials (BCT) is a community of people who want to end the pain and loss of breast cancer. We are the only independent, collaborative research organisation in Australia and New Zealand committed to clinical trials in breast cancer because this research turns laboratory and treatment breakthroughs into new treatments and cures for the 56 people diagnosed with breast cancer every day.

Breast cancer is not the same in every person. That's why our clinical trials focus on identifying treatments tailored to each person, their type of breast cancer and their individual patient needs. We adopt a whole person approach seeking to improve quality of life and the emotional wellbeing of people affected by breast cancer and to reduce the short and long term side effects of treatment.

We are a unique collaboration of researchers, people who participate in our clinical trials and our valued supporters working together to save and improve the lives of every person affected by breast cancer.

Our Vision

To make the world a better place by saving and improving the lives of people affected by breast cancer. Today, tomorrow and forever.

Our Mission

To conduct the highest quality clinical trials research that improves outcomes for people affected by breast cancer.

Our Values

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| <p>Empathy Smile. Walk in their shoes. You have to give it to get it. Make the other person feel special. Smile, share, listen, acknowledge, appreciate.</p> | <p>Curiosity An insatiably curious approach to life. An unrelenting quest for continuous learning. Create the space for people to be bold and think differently. There are no limits to our future if we don't put limits on our ideas and our people, and stay curious. Pick a limit then push it another 10%.</p> |
| <p>We Before Me It's in our hands. We stand on the shoulders of giants. Alone we are smart, together we are brilliant. We are a network of connected organisations and people. We embrace diversity as the key condition for a changing world.</p> | <p>Greatness Excellence in science. Well done is better than well said. Be the change we seek in the world. Being the best in the world at what we do. Take on and solve the big problems and challenges.</p> |

Department Objective

To conduct an innovative, responsive, supporter-centric fundraising program which values supporters and their impact, and which generates long-term sustainable income to support BCT's mission and vision.

Position Purpose/Objective

To strengthen and nurture relationships with new and existing supporters across key fundraising programs and grow income via engagement and retention strategies.

RESPONSIBILITIES / KEY ACCOUNTABILITIES

- Supported by the Individual Giving Manager, implement and monitor the strategy to identify, engage, retain and nurture relationships with new and existing supporters, in particular for the Mid/High Value and Monthly Giving Programs.
- Proactively communicate across multiple channels to facilitate and encourage donations and loyalty, to acknowledge and thank, and to enhance a supporter's connection to the cause.
- Develop, implement and conduct phone calling programs with various intentions such as welcome, thank, acknowledge, convert, upsell and to seek support.
- Research and identify key supporter touchpoints and develop initiatives and communications which deepens connection, minimises attrition, reactivates lapsed supporters and funnels to other giving areas.
- Deliver excellent customer service and stewardship for supporters, and respond to requests and feedback in an efficient and personalised way.
- Plan, coordinate and fulfill supporter communications including preparing data, monitoring response and conducting follow up.
- Use insights and data to record, analyse and build on supporter engagement and retention activities.
- Research and keep informed of best practice methods and strategies in the fundraising sector for supporter engagement and retention activities.

POSITION REQUIREMENTS

Knowledge, Skills and Experience

- Tertiary qualified in marketing or a related field and/or equivalent work-related experience such as direct and digital marketing experience with demonstrated success in loyalty marketing programs ideally within the fundraising sector.
- Positive and proactive approach to engaging stakeholders and a high level of empathy to the needs and feelings of stakeholders.
- Experience in developing and implementing multi-channelled tailored communication journeys to engage, retain, build loyalty and grow value.
- Highly developed written communication skills, with the ability to produce content which engages and inspires action.
- Exceptional verbal communication skills, with demonstrated experience in communicating by phone to stakeholders in a warm, respectful and positive manner.
- Demonstrated experience in Customer Relationship Management software (preferably Raiser's Edge) and data targeting, analysis and segmentation.
- High level of computer literacy and competence across Microsoft Office Suite, Mailchimp or other automated marketing system, and CMS (preferably Wordpress).

- Strong administrative and organizational abilities with excellent attention to detail.
- Highly motivated, able to prioritise multiple tasks and work within strict deadlines, and an enthusiastic approach to problem solving.
- Understanding of the importance of confidentiality and collection and use of personal information under the Privacy Act.

Work Health & Safety

- Take reasonable care for their own health and safety and ensure their own actions do not adversely affect the health and safety of other persons.
- Comply so far as reasonably able, with any reasonable instruction that is given to ensure the BCT complies with the WHS Act and its legal obligations.
- Cooperate with any reasonable policy or procedure of the BCT relating to health and safety at the workplace.

Other

- Provide evidence of entitlement to work in Australia for duration of appointment.
- Undertake a National Criminal Record Check prior to commencement.
- Be flexible in work hours to meet the reasonable demands of the position.
- Comply with all applicable BCT Policies and Procedures
- Provide evidence of completion of a full course of an Australian government recognised vaccination against COVID-19.

BENEFITS AND CULTURE

- Diverse and supportive workplace
- Ongoing professional development opportunities
- Salary packaging (\$15,990 per annum)
- Flexible work arrangements in office and remotely
- Accrued Day off per month (full time employees)
- Additional Carers Leave and leave over Christmas and New Year
- Additional Long Service Leave
- Paid Death & Total and Permanent Disability Insurance
- Paid Income Protection Insurance (up to 2 years)
- Study Support and Leave