

Position Title	Fundraising and Direct Marketing Executive
Location	Coastguard New Zealand – National Office
Position Type	Permanent, Full Time
Purpose	To project manage fundraising and direct marketing projects to raise funds for volunteer search and rescue services
Reports to	Fundraising Manager
Functional Relationships	Coastguard staff, Coastguard supporters, donors, volunteers, media, agencies, stakeholders and suppliers.

COASTGUARD VISION AND MISSION

Our Vision

No boaties' lives lost at sea.

Our Mission

To be the 'go to' people for marine safety, education and search and rescue services.

ROLE OVERVIEW

The Fundraising and Direct Marketing Executive is responsible for managing a range of fundraising and direct marketing activities, including fundraising appeals and newsletters, supporter retention and development campaigns, and digital marketing/fundraising initiatives.

TASKS

- **Direct marketing management**
- Produce fundraising appeals and newsletters, working with the team and creative agencies to plan, write, edit, design, produce and distribute compelling and target-driven direct marketing campaigns for segmented supporter audiences.
- Work with the Communications team to identify and source content from Coastguard rescues, supporters, volunteers and the media, including interviewing, sourcing images and negotiating usage.
- Manage selected regular giving development activities as required, for example regular giving telemarketing upgrade campaigns.
- Manage the production and distribution of other mailings and collateral, including regular giving receipts and supporter event invitations.
- Proactively manage suppliers, producing clear briefs, requesting quotes and project managing fundraising activities from start to finish.

Performance criteria:

- *Appeals and newsletters are produced on time, to a high standard, and meet their budgeted income targets.*
- *Campaign activities are executed on time, to budget and to a high standard.*
- *Suppliers are proactively managed with work delivered on time and to budget.*

- **Supporter stewardship**

- Write and produce compelling donation receipt letters and emails.
- Make regular telephone calls to supporters to thank them for their support.
- Attend supporter recognition events, and plan and contribute to other stewardship activities.

Performance criteria:

- *Stewardship materials incorporate best practice fundraising thinking, are creative, personal and impactful.*
- *Calls are made on time and outcomes and notes recorded in the CRM database.*

- **Digital fundraising and marketing**

- Create and execute plans to support offline fundraising activities using digital and social media channels.
- Plan, create and send eDMs, using a variety of messages for different segments of the database, testing different aspects of the programme to improve engagement.
- Contribute to planning and executing development and engagement programmes for e-news and lottery subscribers.
- Create content for Coastguard lottery activity including e-ticket email templates, results emails, news items, order forms and web pages.
- Create and maintain digital content including website updates, donation pages, surveys and forms, to lead or support fundraising activities.
- Manage digital advertising campaigns per the annual plan, including social media and online advertising.

Performance criteria:

- *eDMs are sent as per schedule and are of a high standard consistent with the Coastguard brand, with KPIs met and exceeded.*
- *Digital content is produced on time and with a high degree of technical and creative flair.*
- *Advertising campaigns are proactively managed and refined to generate the highest return from a limited budget.*

- **Volunteer fundraising activity**

- Be part of the project team for Coastguard volunteer fundraising activities such as the Coastguard Summer Lottery and Annual Appeal.
- Write and distribute motivational and informative content for volunteer fundraising newsletters and updates.
- Assist with logistics, production of point of sale material and project management as needed.

Performance criteria:

- *Communication with Coastguard volunteers is appropriate for the audience, timely and engaging.*
- *Communications survey results demonstrate an increase in volunteer engagement and satisfaction over time.*

- **Budgeting, planning and reporting**

- In line with the strategic fundraising plan and Coastguard fundraising policy, contribute to the annual planning process for cash donor acquisition and development, and other fundraising initiatives as required.
- With support from manager, prepare an income and expenditure budget that supports the plan, for approval by the senior team.
- Produce regular fundraising campaign reports, with commentary on successes and areas for development.

Performance criteria:

- *Contributions to the annual plan and budget are timely and considered, and in line with the strategic fundraising plan and fundraising policy.*
- *Post-campaign reports include agreed key performance indicators, robust analysis, commentary and recommendations.*

- **Team work**

- Participate and work co-operatively as a member of the Coastguard team.
- Assist others to problem solve and meet their performance objectives.
- Contribute to regular team meetings.
- To be involved in projects and/or project management as requested by the CEO, or Head of Marketing and Fundraising, in order to assist in the smooth operation of the Marketing & Fundraising Team.

Performance criteria:

- *Contribution to team cohesion, productivity and effectiveness.*
- *Assist with and answer ad-hoc queries from staff and volunteers, escalating issues to manager as appropriate.*

COMPETENCIES

- Understanding of fundraising, planning and outcomes.
- Excellent communication skills, and great copywriting.
- Experience of working with data and databases, including writing data briefs, and using segmentation for targeted messaging
- Experience of producing creative marketing or fundraising campaigns, and briefing and managing design, print and mailing suppliers.
- Excellent computer skills including Microsoft Office and ClickDimensions/Mailchimp or similar eDM software.
- Organised, with good time management and project management skills.
- Ability to multi-task and project manage diverse activities.
- Initiative and the ability to work unsupervised.

QUALIFICATIONS

- Tertiary qualification (communications, marketing or fundraising preferred).
- 2-3 years' direct marketing experience in a fundraising or marketing environment
- Preference will be given to candidates with fundraising experience.

OTHER ATTRIBUTES

- A positive team player with a proactive attitude.
- Ability to think creatively and use initiative.
- Good sense of humour.
- Ability to pitch in as required.
- Good judgement.
- High level of professionalism.
- Desire to make a difference in the charity sector.
- Willingness to travel (if required) and work irregular hours when necessary.