

JOB TITLE:	Direct Marketing Specialist
DEPARTMENT:	Fundraising
JOB HOLDER:	
REPORTS TO (JOB TITLE):	Appeals Manager

JOB PURPOSE

The Direct Marketing Specialist is responsible for the execution of MSFA's appeals and direct marketing activities. They project manage activities to deliver a diverse range of campaigns from appeals to newsletters to ad hoc mailing.

DIMENSIONS

Financial:

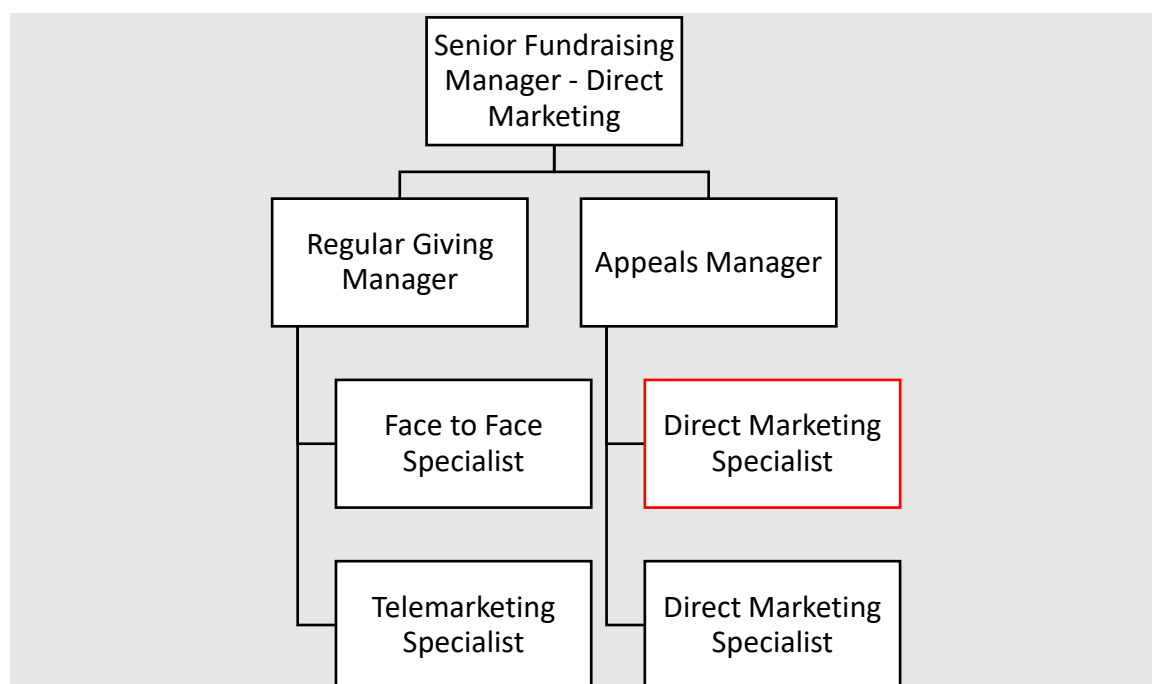
Jointly responsible for the delivery of income of around \$5m per year and expenditure of \$2m

Staff:

None

Other: The Direct Marketing Specialists works closely with creative agencies and contractors, mail houses, list suppliers, and data scientists. Internally they collaborate closely with the communications, digital, data and supporter relations teams.

ORGANISATIONAL STRUCTURE



CONTEXT

- The Direct Marketing Specialists works in the Appeals team which is part of MSFA's broader Fundraising team.
- This Appeals team is responsible for MSF Australia and New Zealand appeals program and the execution of other direct mail activities including newsletters, ad hoc mailings and emergency DM.
- The Direct Marketing Specialists are key project managers of the program, driving projects to meet KPIs

ACCOUNTABILITIES

- Contribute to the strategy, annual plan and budget process.
- Project manage projects as assigned with Appeals Manager.
- Closely work with external suppliers to deliver projects
- Assist Appeals Manager with Reporting.
- Represent MSFA across internal, external domestic and international contexts.
- Check compliance of program with all relevant fundraising regulations, MSFA Editorial standards, and ethical practices.
- Provide support to the wider Fundraising team on key projects and deliverables
- Other duties as required.

KEY PERFORMANCE INDICATORS

- Appeals strategy, annual plan and budget are realistic and ambitious.
- Suppliers meet agreed quality, time and cost expectations
- Suppliers have sufficient materials and training to complete tasks
- Reporting is clear, accurate, and completed to an agreed standard.
- MSF is represented professionally and to other agreed standards.
- Activities are in line with legislation, industry standards and MSF policies and standards.

CHALLENGE & CREATIVITY / DECISION-MAKING

- Ensuring assigned projects are delivered on time, on budget and to agreed standard.
- Coordinate with internal and external stakeholders to problem solve and deliver as agreed.
- Collate compelling source material to ensure the program grows year on year.

KNOWLEDGE, SKILLS & EXPERIENCE

- Excellent understanding of direct mail fundraising or similar product
- Incredibly strong project management skills including use of project management software (Asana preferred)
- Strong account management skills.
- An understanding of broad fundraising principles and industry practices.
- Demonstrated ability to build and maintain strong relationships with internal and external stakeholders.
- Ability to understand and interpret data to inform activities.
- Ability to communicate and manage the goals of the organisation in conjunction with supporters, to obtain the best outcome for both, always within the missions, values and strategy of MSF.
- Great team working ethic.
- Strong communication and interpersonal skills, with the ability to articulate complex ideas in a clear and concise manner.
- A dynamic and results-driven self-starter;
- Outstanding organisation and administrative skills, including ability to manage multiple relationships and projects simultaneously.

COMPETENCIES

- Lead by example. In MSF- Australia, the following five values form the foundations of our culture: **T**ransparency, **R**espect, **U**nderstanding of Diversity, **S**tepping In and **C**ollabora**T**ion. As a leader, your behaviours and actions are expected to consistently reinforce these values

DATE:	
Signed: (Job Holder)	
Signed: (Manager / Director)	