



MSF-A JOB DESCRIPTION

JOB TITLE:	Regular Giving Specialist
DEPARTMENT:	Fundraising
JOB HOLDER:	
REPORTS TO (JOB TITLE):	Regular Giving Manager

JOB PURPOSE

The Specialist is responsible for the day-to-day management of MSF's retention and acquisition regular giving activities – it has a strong focus on lead generation campaigns (including digital), integrated donor journeys, and telemarketing. They manage the relationship with internal and external suppliers to deliver high quality lead acquisition and retention (conversion, decline, reactivation, upgrade) and other activities across multiple channels (telemarketing, digital, SMS, email). They will also look at other aspects of the regular giving program as agreed with the Regular Giving Manager.

DIMENSIONS

Financial:

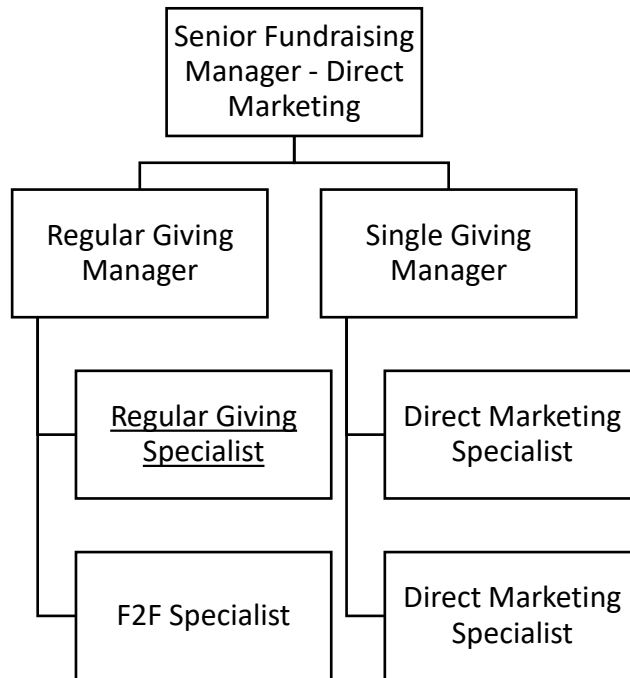
Responsible for expenditure budget of around \$3M, and contributing to ambitious income targets

Staff: None

Other: Managing MSF's portfolio of Telemarketing suppliers. Collaborate with the Digital team on the delivery of marketing automation and lead generation for regular giving. Collaborate with all fundraising teams at MSF, including international colleagues and teams to further fundraising goals and the mission.

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ORGANISATIONAL STRUCTURE



CONTEXT

- The Specialist works in the Regular Giving team, part of the Direct Marketing team within MSF’s broader Fundraising team.
- This Regular Giving team looks after the Field Partner Program in both Australia and New Zealand – MSF’s largest revenue product.
- The Specialist manages external telemarketing agencies to meet agreed KPIs and deliver high performing acquisition and retention programs including, upgrade, declines and reactivation contributing to the growth of the regular giving program.
- The Specialist works with internal stakeholders to deliver online leads for regular giving acquisition and integrated multi-channel marketing journeys, that improve return on investment and increase donor value.
- They work with internal Data and Insights teams to measure and track KPIs, and also with compliance teams to ensure the smooth operations of the program.
- Regular travel to meet with interstate and international suppliers.

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ACCOUNTABILITIES

- Contribute to the strategy, annual plan and budget process.
- Implement the telemarketing annual plan and budget.
- Work with the Procurement and Legal teams to engage and onboard new Telemarketing suppliers.
- Closely manage Telemarketing suppliers to ensure they are meeting agreed KPIs.
- Closely work with Digital and external providers to deliver leads for regular giving
- Management of regular giving marketing journeys.
- Supply materials and deliver training to allow suppliers to deliver results.
- Assist Regular Giving Manager with reporting.
- Work with other fundraising teams to assist their executions of telemarketing campaigns
- Represent MSF across internal, external domestic and international contexts.
- Check compliance of program with all relevant fundraising regulations, MSFA Editorial standards, and ethical practices.
- Other duties as required

KEY PERFORMANCE INDICATORS

- Telemarketing strategy and annual plan are executed and the budget is met.
- Suppliers meet agreed acquisition, cost and retention targets.
- Suppliers have sufficient materials and training.
- Delivery of leads within agreed targets and KPIs
- Donor journeys are continually optimised to meet agreed KPIs
- Other teams conducting telemarketing activities are supported.
- 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

- Carefully managing the supply chain to ensure targets are met, long term telemarketing supply is robust, compliant and high quality
- Developing compelling materials including scripts and presentations, to assist with the success of the program.
- Develop and help implement marketing journey design and measurement, increased online touch points that support regular giving objectives
- Working with Data and Insights team to measure and drive constant improvement of KPIs.

KNOWLEDGE, SKILLS & EXPERIENCE

- Excellent understanding of telemarketing fundraising or transferable skills in mass market fundraising, exposure to regular giving
- Knowledge of digital marketing and or marketing automation
- Strong account management skills.
- Budgeting and forecasting experience.
- 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 using Salesforce and external data reporting.
- 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.
- Availability to travel

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)	