Introduction
WaterAid’s vision is of a world where everyone has access to safe water and sanitation. Our mission is to transform lives by improving access to safe water, sanitation and hygiene (WASH) in the world’s poorest communities. WaterAid works with partners to maximise its impacts for policy change/influence.

WaterAid works through supporting local organisations and government authorities to design and demonstrate appropriate and sustainable WASH programs. WaterAid also seeks to influence policy change through government and other key sector actors to secure and protect the right of poor people to safe, affordable water and sanitation services.

Everything we do is shaped by our six values:

- Integrity
- Respect
- Collaboration
- Courage
- Accountability
- Innovation

WaterAid is a child safe organisation. We recognise that we must meet community expectations and the trust placed in our personnel to maintain the highest standards of conduct with children. Therefore, all positions within WaterAid are required to comply with our Child Safeguarding Policy and Code of Conduct.

Position Summary

The Direct Marketing Manager is responsible for managing the development and implementation of fundraising appeals for the Individual Giving program across multiple channels with a focus on direct mail and online.

This is a part time contract role.

Key Performance Areas/Accountabilities

The Direct Marketing Manager reports to the Head of Individual Fundraising and is a member of the Corporate and Community Engagement (CCE) team. The role works cross functionally across the entire
organisation both within Australia, and with other WaterAid federation members globally. This role also has a high level of interaction with suppliers and WaterAid donors and supporters.

Key Responsibilities include:

1. Manage, develop and deliver fundraising direct marketing campaigns with associated financial targets throughout the year, across direct mail, eDM and online.
2. Implement retention pieces as required including tax receipt mailing for regular givers.
3. Review and make improvements to journeys for one-off donors, including welcome journey for new givers and engagement journey for existing givers.
4. Ensure WaterAid gifts store is maintained and reviewed to improve engagement and results. Where relevant, update creative to ensure images and stories meet WaterAid standards.
5. Report and evaluate all acquisition and development programs under your responsibility on a monthly and weekly basis, where appropriate.
6. Manage each campaign to meet deadlines and budget and ensure each goes through the internal approval process.
7. Grow select online giving programs and platforms.
8. Work with the Head of Individual Fundraising and the Director of Corporate and Community Engagement to make key decisions on budget and fundraising plans to maximise individual annual giving.
9. Work across all teams (including International Programs, Policy and Campaigns) to ensure that WaterAid is represented and promoted in a consistent, compelling and professional manner in line with WaterAid’s new Global Strategy.
10. Undertake projects to refine or develop new fundraising programs or products as required.
11. Carry out any reasonable tasks or projects as requested.
### Qualification, Skills & Attributes (Key Capabilities/Selection Criteria)

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| **Knowledge skills and experience** | • Experience managing direct mail campaigns to budget and timelines.  
• Knowledge of best practice in supporter journey programs and an ability to deliver strong retention results.  
• Proven ability to deliver on targets and KPIs across multiple campaigns and report on results on an ongoing basis.  
• Confidence in managing budgets and timelines for fundraising campaigns across a range of channels.  
• Highly organised with an ability to meet deadlines and manage many competing priorities and stakeholder requirements.  
• Excellent written and verbal communication skills. |
| **Education** | • Tertiary qualification in marketing or fundraising or equivalent experience |
| **Personal qualities** | • Commitment to WaterAid’s values and standards of safety of children and protection from sexual exploitations and abuse in all our activities  
• Demonstrate an understanding of gender equality and women’s empowerment including ethnic diversity and cultural sensitivity  
• Ability to work independently but also work well within a collaborative team environment. |

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| • Experience using Campaign Monitor as email platform  
• Experience using Raiser’s Edge as core CMS for fundraising activities. |

### Physical Environment and Demands
Ergonomic work stations within an open plan office, standing desks, recreational area and flexible work environment.

### Level of contact with children
Minimal

### Details of how to apply
Please submit an application to recruitment@wateraid.org.au

Applications for this position must include a resume and a cover letter (max 2 pages) addressing the above Qualification, Skills and Selection Criteria.