

## **POSITION DESCRIPTION**

### **Position**

Direct Marketing Manager

### **Team**

Marketing and Fundraising Team

### **Reporting to**

Marketing and Fundraising Manager

## **Working Relationships**

### **Internal**

- All staff and contractors

### **External**

- Donors and supporters
- Agencies including mail houses, graphic designers, list brokers, tele-marketing providers, and door-to-door providers
- Previous patients
- Grant funders

## **Life Flight Trust**

Every moment counts when the emergency phone rings at Life Flight. Each call-out is different and important - it may be to help a car accident victim, to rescue a diver, or to fly a premature baby to urgent medical care.

A team effort is required to make emergency flights possible 24/7 and everyone working for Life Flight plays a part in achieving the overall mission: To save lives.

Life Flight is a charity that holds a special place in the hearts and minds of the community. Current operations include the Wellington-based Westpac Rescue Helicopter and a nationwide Air Ambulance service.

World class emergency air services have been provided since 1975 and more than 30,000 people have been helped by Life Flight in their time of need.

## **Position Summary**

The Direct Marketing Manager is appointed by the Chief Executive and is based in Wellington, New Zealand.

## **Position Scope**

The Direct Marketing Manager role is a senior fundraising programme manager. They are responsible for planning and delivery of a range of consumer fundraising activity including – Direct Marketing, Regular Giving, Acquisition, Stewardship, Legacy Marketing, as well as providing training and support to team members across campaign planning and delivery, systems and processes.

The Direct Marketing Manager is also responsible for the grant fundraising programme. This includes planning the grants calendar, building and managing relationships with funders and completing successful applications.

The role is an integral part of the Marketing and Fundraising Team, which raises more than \$5.5million per annum to ensure lives can continue to be saved via Life Flight's services.

## **Key Result Areas and Responsibilities:**

### **Planning and Strategy**

- Develop the Direct Marketing Strategy, working with key stakeholders to ensure individual and team objectives are achieved.
- Produce strategic plans, tactical plans and budgets in conjunction with the Marketing and Fundraising Team.
- Monitor income, expenditure and forecasting, ensuring key performance indicators and outcomes are accurately reported on.

### **Direct Marketing Programme Management**

- Continue the growth and development of the Direct Marketing programme in line with the Fundraising Strategy.
- Manage Regular Giver and Cash donor acquisition programmes via phone, direct mail, door-to-door, online and other channels to achieve volume and income targets.
- Manage the warm direct mail programme to achieve income and retention targets.
- Ensure that retention remains at agreed levels through continual improvement in acquisition, nurture, stewardship and supporter business processes.
- Manage upgrade, conversion and reactivation programmes to increase giving levels and maximise donor lifecycle.
- Develop and implement campaign materials including propositions, scripting, pack production, identification of target audiences, reliable segmentation and testing of data, reporting and follow through.
- Create and maintain clear and effective project initiation and planning for all projects.

- Work alongside the Marketing and Fundraising Team to enhance donor care programmes including welcome programmes, upgrade programmes, receipting, thanking, newsletter mail outs, patient questionnaire process and others to retain donors and increase giving.
- Closely manage expenditure and return on investment.

### **Insight and Reporting**

- Work with the Donor Care and Data Advisor to ensure accurate and useable reporting of key Acquisition, Retention and Financial metrics.
- Conduct comprehensive evaluations and reviews on direct marketing activity to gain insights and assess return on investment in order to maximise future activity.
- Provide regular reports on KPI's and other feedback on donor programmes.

### **Grants Programme**

- Develop and implement an annual grants application calendar.
- Build and manage relationships with funders.
- Produce successful applications and accountability reports.
- Meet income targets from grants.

### **Third Parties**

- Manage relationship with third party suppliers ensuring an optimum combination of value and service is delivered.
- Liaise with agencies regarding data export/import, methodologies, administrative protocols, cancellations, training and complaints.

### **Team Work**

- Make a positive contribution to the achievement of Life Flight's objectives.
- Ensure that stakeholders - including but not limited to leadership, fundraising staff and dependent teams across Life Flight and external suppliers - are consulted and informed as projects progress from business case, through initiation and planning to delivery and review.
- Promote good project communication at all times with team members and all external parties.
- Assist with fundraising events and other duties as may be required from time to time.

### **Dimensions of the Position**

#### **Staff**

Number of direct reports	0
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#### **Finance**

Total Operating Expenditure	Subject to delegated authority
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### **Skills, Experience and Education**

- At least three years' experience as a direct marketer

- Understanding of loyalty programmes
- Demonstrable problem solving and analytical skills
- Experience in project management
- Excellent time management skills with ability to manage priorities, set expectations and complete tasks within deadline and budget
- A high level of professional integrity
- A strong customer focus and appreciation of the values of the not-for-profit sector are essential
- A tertiary qualification in marketing, fundraising, commerce or equivalent is required

### Personal Competencies

<p><b>Thinks &amp; Acts Strategically</b></p>	<p>Can identify strategic issues and opportunities, developing practical initiatives and responses to proactively deal with these. This includes:</p> <ul style="list-style-type: none"> <li>• Awareness of industry trends and changes; and</li> <li>• Appreciation of broader social contexts including health, political, cultural, economic, technological, financial and environmental factors.</li> </ul>
<p><b>Develops Capability &amp; Sustainability</b></p>	<p>Can assess and act on opportunities, strengths, and challenges to improve Life Flight's overall capability and future sustainability.</p>
<p><b>Personal Achievement</b></p>	<p>Can set and achieve high standards of performance in all aspects of work. This incorporates demonstrating a strong commitment to Life Flight's vision and goals, showing initiative, and achieving quality outputs even where there may be obstacles to progress. A natural tendency towards being innovative and creative, whilst at the same time balancing overall benefits with perceived risks and acceptance of responsibility.</p>
<p><b>Develops &amp; Maintains Productive Working Relationships</b></p>	<p>Can connect with people at all levels and achieve credibility with relevant stakeholder.</p>

	<ul style="list-style-type: none"> <li>• Commitment to developing and maintaining high standards of customer service, both internally and externally;</li> <li>• Savvy relationship management skills; and</li> <li>• Excellent interpersonal skills.</li> </ul>
<b>Valued Team Player</b>	As an individual, effectively supports and contributes to the success of teams by building strong working relationships across teams and helping other individuals and groups meet their goals. This includes supporting collective decision-making and demonstrating a commitment to the group, showing interpersonal sensitivity and managing conflicts.
<b>Organisational Planner</b>	Can marshal resources to get things done, multi-tasking across multiple activities to accomplish key goals.
<b>Lives Organisational Values</b>	Works within a clearly defined values framework as identified by Life Flight's Purpose and Guiding Principles, encouraging a team environment that fosters growth and active participation.