

## Acquisition & Retention Fundraising Manager

<b>Department</b>	Fundraising	<b>Location</b>	Melbourne (Blackburn)
<b>Reports To</b>	Head of Fundraising	<b>Direct Reports</b>	0
<b>Type</b>	4 or 5 days	<b>Last Updated</b>	July 2021

### Position Purpose

The Acquisition & Retention Manager role is integral to Tearfund's wider community engagement strategic plan, which aims to grow a movement of Christians in Australia working to see lives transformed for people living in extreme poverty. The role will develop supporter journeys and experiences designed to increase financial support and therefore retaining existing supporters and securing support from new supporters.

Contributing strategic insights and taking an evidence-based approach, existing fundraising campaigns will be strengthened and new initiatives implemented to provide additional opportunities to secure financial support.

The Acquisition & Retention Manager role is based in Tearfund's National Office in Blackburn, Melbourne, and will work closely with other members of the Australian Program team.

### Position Accountabilities

<b>Accountability</b>	<b>Outcome</b>	
<b>Tearfund Mission and Values</b> This position supports Tearfund's Australian Program strategy to inspire and empower Christians in Australia to respond to poverty and injustice.	Strategies are implemented to grow income through donor acquisition and retention, in line with Tearfund's Christian values and ethos.	Essential
<b>Acquisition</b>		
1. Acquire new donors in line with agreed targets 2. Secure financial support from first-time donors, inspired by compelling fundraising campaigns 3. Generate leads for further cultivation to first-time giving from direct response activities 4. Transition existing non-financial supporters to a first-time gift	1. Achieve agreed KPI's for new donors 2. Achieve agreed number of leads from digital and other marketing activities that can be transitioned to a first gift 3. Achieve agreed number of conversions of non-financial supporters to make a first-time gift	40%
<b>Retention</b>		
1. Secure consecutive year giving from supporters to achieve retention rate target 2. Convert cash givers to monthly giving 3. Use data analytics to grow giving frequency and value from existing supporters	1. Retention rate target is achieved 2. Achieve agreed conversion target for cash to monthly giving 3. Frequency and value of income from select supporter cohorts increases	20%
<b>Monthly Giving</b>		
1. Develop monthly giving offerings to provide compelling reasons for supporters to maintain their monthly giving 2. Develop monthly giving offerings to provide compelling reasons for new donors to commit to a monthly pledge	1. Tearfund's monthly giving and Gift-a-Month offerings are developed to achieve agreed monthly giving retention targets 2. Tearfund's monthly giving and Gift-a-Month offerings are developed to achieve agreed monthly giving acquisition targets	30%

Accountability		Outcome
3. Use data analytics and research results to develop supporter experiences that grow Tearfund's monthly giving income	3. Supporters demonstrate deeper connection to their impact through monthly giving, evidenced by results from research, surveys and retention rates	
Relationships		
1. Manage supplier relationships to ensure high quality, timely and cost-effective campaigns 2. Manage supporter trips program (when overseas travel is possible) including supporter liaison and support 3. Excellent relationship management with internal stakeholders to achieve Tearfund's strategic goals	1. Procurement of external services comply with Tearfund's procurement policies and guideline 2. Opportunities for supporters to travel with Tearfund are created and managed in ways that achieve income growth through retention and acquisition, and growth in high-value giving 3. Effective contributions and collaboration is evident with colleagues when planning and implementing campaigns and activities to achieve Tearfund's goals	10%
Organisational Citizenship		
1. Work collaboratively with team members, role model Tearfund's Christian values and be a positive example for both supporters and Tearfund staff.  2. Participate in the spiritual life of Tearfund.	1. Tearfund's Christian values are lived out. Stakeholders experience excellence in engagement. Models a 'One Tearfund' approach to work. 2. Lead devotions as part of a roster. Participation in annual Staff Gathering. Provide prayer support to Tearfund's people as appropriate.	Essential

## Position Requirements

<b>Must Have</b>	<ul style="list-style-type: none"> <li>○ Active Christian faith and strong commitment to Tearfund's Christian mission, values and ethos</li> <li>○ Ability to encourage others in their faith and justice journeys, and to influence supporters to provide support to Tearfund as a meaningful and impactful way to respond to global poverty and injustice</li> <li>○ Demonstrated experience meeting financial KPIs and delivering significant financial results</li> <li>○ Experience creating marketing offerings, across several channels, in a not-for-profit or commercial environment to generate income</li> <li>○ Excellent written and oral communication skills</li> <li>○ Ability to work proactively, independently as well as collaboratively</li> <li>○ Data analysis and interpretation experience</li> </ul>
<b>Highly Regarded</b>	<ul style="list-style-type: none"> <li>○ Experience engaging the Australian Christian community in Tearfund-like work</li> <li>○ Digital marketing experience including lead generation</li> <li>○ Market research and competitor analysis experience</li> <li>○ Customer experience design experience</li> <li>○ Database familiarity including report and dashboard creation</li> </ul>

## Working Environment

Tearfund's Code of Conduct and policies set expectations for all of our staff. Everyone at Tearfund is responsible for workplace safety both in terms of their own behaviour and taking action to resolve safety issues they become aware of.

Tearfund is committed to safeguarding children, the prevention of sexual exploitation, abuse and any kind of bullying or harassment. Tearfund uses child-safe recruitment and screening practices and requires staff to complete due diligence checks such as a Working with Children Check and/or National Police Check and to advise Tearfund of any changes to their circumstances in regards to Safeguarding related offences, during the term of their engagement.

The Acquisition and Retention Fundraising Manager will at all times carry out their responsibilities with due regard to Tearfund Australia's Safeguarding Policies and Guidelines.

Tearfund values diversity and each staff member is expected to demonstrate a commitment to gender equality.

## Key Position Relationships

### Internal

- Head of Fundraising
- Fundraising Campaigns Project Manager
- Australian Program Director
- Chief Executive Officer
- Digital Marketing Manager
- Relationship Fundraising Managers
- Head of Communications & Education
- Head of Church & Community Engagement
- Community Fundraising Coordinator
- Communications Content Lead

### External

- Suppliers
- Advertising providers
- Supporters

## Tearfund Mission

Tearfund Australia is a Christian development, relief and advocacy organisation responding to global poverty and injustice. Our vision is for a just and compassionate world in which all people have the opportunity to achieve their God-given potential. We will

- *Inform, challenge and empower Australian Christians to make biblically shaped responses to poverty and injustice.*
- *Support community-based Christian groups, churches and mission organisations around the world as they work holistically with poor communities in development, relief and advocacy.*
- *Adhere to biblical teaching, and evaluate our work and attitudes in its light.*
- *Maintain a low-cost administration regime in order to maximize the funds allocated to project partners*

## Tearfund Values

As a faith-based Christian organization, Tearfund Australia seeks to adhere to biblical teaching and evaluate work and attitudes in its light. Consequently, Tearfund Australia aspires to the following values:

A commitment to the poor

A commitment to the whole person

A commitment to justice

A commitment to prayer

A commitment to relationships

A commitment to participation

A commitment to excellence

A commitment to learn from others

A commitment to collaboration

A commitment to accountability