

POSITION DESCRIPTION

POSITION TITLE:	Marketing Manager
CLASSIFICATION:	AO6
DEPARTMENT:	External Relations
LOCATION:	Herston

POSITION OBJECTIVES

Ensuring we obtain maximum funds and engagement from our existing donors and new donors to help meet QIMR Berghofer's overall financial and growth targets through direct marketing activities.

ORGANISATION CONTEXT

QIMR Berghofer is a statutory body under the QIMR Act (1945). The mission of QIMR Berghofer is to promote the wellbeing of humankind through medical research, to maintain within the State of Queensland an internationally recognised Centre for Medical Research, to develop that Centre as the primary focus of Medical Research within the State and to co-operate with, and where possible assist the work of other medical research establishments within the State and throughout the world.

The External Relations Department is responsible for generating fundraising revenue to support QIMR Berghofer's research programs and protecting and strengthening the Institute's reputation for research excellence.

REPORTING STRUCTURE

This position is part of the External Relations Department, reporting directly to the Communications and Marketing Manager.

PRIMARY RESPONSIBILITIES

- **Development and implementation of direct marketing programs and new donor growth**
 - Deliver financial growth in direct marketing by ensuring an innovative and sustainable approach to developing and retaining our annual giving program donors

- Develop the overall plan for annual giving program donor development, including developing, testing and implementing new direct marketing initiatives as required, in conjunction with broader fundraising plans and budgets
 - Oversee the delivery of an ongoing acquisition strategy, including recruitment of new prospects, new donors, and regular givers
 - Manage and develop bi-annual direct mail appeal program to new and existing supporters, including regular givers
 - Manage and develop online fundraising appeals, across website, social media and eDM, working closely with the team’s Communication and Marketing Officers
 - Develop and maintain a high-level relationship with agencies and other service providers including developing briefs and managing production schedules and approval processes
 - Work closely with Major Gifts, Corporate and Community Fundraising as well as the Communications and Marketing team to identify opportunities
 - Ensure marketing programs are integrated into broader organisational campaigns and communication objectives
- **Reporting, analysis and data management:**
 - Use regular analysis and reports against all program objectives and ensure programs meet set targets
 - Track and monitor budgets and expenditure on all donor development programs, ensuring a sustainable ROI is achieved in line with the broader Fundraising budget
 - Oversee Donor Campaign Coordinator to ensure all data is maintained, information is provided in a timely manner and regularly review data administrative processes to support fundraising activities
 - Undertake regular reviews of program activities to identify growth opportunities and areas for improvement
 - Monitor project work in progress, timelines and milestones to ensure key deadlines and targets are achieved
- **Fundraising development:**
 - Identify and evaluate new individual gift fundraising opportunities through testing new ideas, creative thinking, keeping abreast of new developments in fundraising and the broader marketing environment
 - Maintain contact with professional bodies and other charities, to identify and evaluate new fundraising opportunities
- **Organisational:**
 - Supervise and manage the workflow of the Donor Campaign Coordinator
 - Provide support to the Communications and Marketing Manager in the delivery of broader Institute programs and projects (across print, digital and events)
 - Monitor work practices within the work area to ensure compliance with the requirements of the *Work Health and Safety Act*, related legislative requirements and the Institute’s WH&S policies and procedures.
 - Ensure privacy legislation is adhered to across the External Relations portfolio

KEY SELECTION CRITERIA (Qualifications, Experience, Skills and Abilities)

Essential

- Solid experience of developing and delivering data-driven, multi-channel marketing campaigns

- Proven knowledge and experience of customer relationship marketing and donor/customer care
- Experience with customer relationship management database
- Demonstrated experience in strategic planning and project management
- Ability to monitor budgets
- Excellent team player

Desirable

- Marketing, fundraising or other relevant higher education qualifications
 - Commercial marketing experience
 - Experience of working in a research environment
 - Experienced in using the Raiser's Edge CRM or other CRM programs
 - Ability to supervise team members
-