

Job Description

Digital Fundraising Coordinator

Department	Fundraising and Technology
Reports to	Digital Fundraising Manager
Direct Reports	Nil – <i>works closely with contractors, interns and volunteers</i>
Grade	Grade 7
Status	12 month contract, Full-time
Location	Greenpeace's normal places of business and or remote working from home (on request)

Role Purpose

As a member of the Digital Marketing team within the fundraising department, the Digital Fundraising Coordinator will develop and execute digital marketing plans to engage supporters and the public to become financial supporters of Greenpeace. As Greenpeace is an independent organisation, 100% funded by our supporters, it is vital that we engage our supporters' financial power as we fight together for our fragile planet and the magnificent diversity of life that call it home.

The Digital Fundraising Coordinator will play a key role in engaging supporters across paid, owned and earned channels including email, social media, search, display and more, working closely with agencies and in-house specialists. This role will develop and execute marketing plans, create compelling campaign storytelling to attract and engage supporters in the meaningful ways they can take action on and donate to support our campaigns. Responsible for the end-to-end supporter journey and experience, this role will develop landing pages, email journeys, social content and ads to engage existing supporters and attract new supporters (lead generation), with a focus on acquisition of new regular givers online.

Greenpeace Values	Greenpeace Mindset
Global Mindset	Greenpeace is an independent campaigning organisation, which uses peaceful, creative confrontation to expose global environmental problems, and develop solutions for a green and peaceful future. Our goal is to ensure the ability of the earth to nurture life in all its diversity. That means we want to
Trust and Respect	
Values People	
Knowledge Sharing	

Goal Orientated	protect biodiversity in all its forms; prevent pollution and abuse of the earth's ocean, land, air and fresh water; end all nuclear threats, and promote peace, global disarmament and non-violence.
Cutting Edge	

Key metrics
Collaboration and Relationships
Planning and Implementation
Compliance with Framework Conditions

Role Responsibilities	
Collaboration and Relationships	
Key Metric	How Success is Measured
Contributed to significant digital fundraising growth	<ul style="list-style-type: none"> Execute fundraising campaigns and tactics to attract new supporters to our brand and campaigns - providing new phone leads for calling by the telefundraising team and to build our email list. Working with the Digital Fundraising Manager and cross-department teams, optimise the supporter journey to convert new audiences and supporters to donors, with a focus on acquiring new regular givers online. Develop and implement digital marketing activity to increase digital fundraising levels through all channels. Develop testing strategies to significantly increase online donations, working with agencies and in-house CRO team. Optimise supporter journey strategies to deepen the engagement with Greenpeace campaigns, leading to a donation and regular giving commitment. Meet ambitious targets for digital fundraising, especially phone lead targets and regular giving acquisition online.
Effectively collaborated & maintained relationships with GPAP digital stakeholders (internal and	<ul style="list-style-type: none"> Collaborating with campaign teams, write compelling emails to engage supporters in our brand and campaign moments and timely appeals Assist in the development of other digital engagement and fundraising programs, including online experiences and landing page builds.

external)	<ul style="list-style-type: none"> • Collaborate closely with Telefundraising to ensure acquisition targeting is optimised based on conversion performance. • Work with the Donor Development team to optimise acquisition strategies with retention insights so that we can attract donors most likely to stay or upgrade. • Work across teams to ensure that social media activity is engaging and grows our base of donors - moving followers to financial supporters and advocates. • Manage or collaborate with volunteers and interns. • Brief and coordinate projects with digital marketing agencies, and work with them to optimise performance in paid media channels.
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Planning and Implementation

Key Metric	How Success is Measured
Provided effective digital marketing planning and implementation that aligned with GPAPs specific needs	<ul style="list-style-type: none"> • Deliver engaging and compelling communications via paid, owned and earned digital channels, to acquire new single donors and new regular givers including writing emails, ads and developing landing pages and supporter journeys. • Provide support for landing page development (e.g. petition and donation pages) and conversion rate optimisation plans. • Deliver quarterly appeals, working in collaboration with the Donor Development team.

Compliance with Framework Conditions

Key Metric	How Success is Measured
Was compliant with Greenpeace policies and did not bring Greenpeace into disrepute	<ul style="list-style-type: none"> • Abide by Greenpeace Australia Pacific Code of Conduct and related Integrity Policies. • Ensure that your personal or campaign activities will not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the Fundraising Director).

Role Requirements

Knowledge

- Knowledge of digital marketing best practice, current trends and innovations in fundraising.
- Multivariate testing approaches, test plans and assessment.
- Knowledge of ADMA policies and guidelines desirable.
- Knowledge of Fundraising Institute of Australia (FIA) fundraising policies and guidelines desirable.

Skills

- Multi-channel marketing campaign planning for supporter engagement, phone and email lead generation and donations online.
- Project management skills including team coordination, budgets and activity scheduling.
- Interpersonal relationship skills with both internal and external teams and agencies.
- Website and landing page builds, optimisation, SEO and user experience design. We use Wordpress and Hubspot.
- Experience using email systems, journey builders and integration with CRMs. We use Salesforce and Hubspot.
- Performance monitoring and analytics skills to optimise performance, including UTM code construction and tracking using Google Analytics and Google Tag Manager. We use native platforms, Civis and Data Studio for metrics reporting.
- Creating and optimising ads across Facebook (including lead forms), Google, LinkedIn and other ad buying platforms for search (SEM), social and display ads - in coordination with agencies.
- Strong persuasive copywriting and editing skills for email, social, pages, ads.
- Intermediate asset design skills for images, gif and video - Canva, Photoshop.
- Strong time management, prioritisation and organisation skills.
- Ability to use Google Suite, Trello and Slack for team communication.

Experience

- At least two (2) years' experience digital fundraising role (NFP preferred) or similar or relevant revenue generating role, and/or
- At least two (2) years' experience in digital marketing campaign coordination and implementation including multi-channel activity across paid, owned and earned channels such as email, social media, search, paid media, partnerships.
- At least two (2) years' experience creating compelling and persuasive content that engages supporters and leads to financial outcomes including copywriting, copyediting and asset creation (images, video).
- Marketing plan development
- Supporter first mind-set in UX design that leads to campaign outcomes.

Employee Commitment

Signature:

Date: