

## Position Description

POSITION DETAILS	
<b>Position Title</b>	Digital Fundraising Officer
<b>Position Classification</b>	Band 1
<b>Department &amp; Business Unit</b>	Fundraising
<b>Manager</b>	Senior Fundraising Manager
<b>Organisational Context</b>	<p>RSPCA Victoria is a non-government, community-based, not-for-profit organisation whose vision is 'ending cruelty to all animals'. We are Victoria's best-known and most respected animal welfare organisation.</p> <p>Our organisation's purpose is, with the community, to achieve outstanding animal welfare through education, advocacy, and animal care and protection. RSPCA Victoria's values – clarity and accountability, respect and consideration, and expertise and collaboration – set clear expectations for all our staff and volunteers as they work together, and with the community.</p>
<b>Position Purpose</b>	The Digital Fundraising Officer assists with the coordination of digital fundraising activities to support the growth of the Fundraising program and enable RSPCA Victoria to achieve its vision of ending cruelty to all animals.

POSITION RESPONSIBILITIES
<ul style="list-style-type: none"> <li>• Support the Fundraising teams in the creation, management and reporting of digital fundraising and acquisition campaigns.</li> <li>• Utilise the RSPCA Victoria Google Grant to optimise website traffic and fundraising revenue.</li> <li>• Build, segment, test and optimise eDM campaigns to deliver successful online fundraising campaigns.</li> <li>• Prepare regular reports on campaign performance and insights, including using analytics to make recommendations to improve future campaign performance.</li> <li>• Provide a high level of community management and moderation to support an engaged online fundraising community.</li> <li>• Maintain systematic archives of files and digital fundraising assets.</li> <li>• In conjunction with the wider team, research, recommend and support the implementation innovations to improve the performance of future campaigns.</li> <li>• Contribute to a positive and inclusive work environment by effectively communicating and working collaboratively with peers across all departments, and consistently behaving in accordance with the RSPCA Victoria values and associated policies.</li> <li>• Take reasonable care for the safety of oneself and others, whilst contributing to safe work practices at RSPCA Victoria by knowing and complying with all WH&amp;S policies and procedures.</li> </ul>



### POSITION CAPABILITIES

Capability	Level	Description
<b>People Leadership</b>	<b>Active Contribution</b>	Supports their team and actively contributes to the achievement of team goals.
<b>Activity &amp; Results Focus</b>	<b>Quality, Safety &amp; Detail</b>	Works in an organised and efficient way to achieve aims and provides feedback on safety and process improvements.
<b>Knowledge &amp; Communication</b>	<b>Listens &amp; Shares</b>	Communicates factual and relevant information at the right time and asks questions to gain clarity before acting.
<b>Relationships</b>	<b>Respectful &amp; Cooperative</b>	Maintain respectful, cooperative relationships within teams and others in line with our values and team goals.
<b>Technical</b>	<b>Digital marketing</b>	Understanding basic principles and ability to coordinate and implement effective plans and activities that help achieve organisational objectives.
	<b>Communications</b>	Work with the fundraising team to understand objectives and coordinate them into effective communication tools.

### POSITION REQUIREMENTS

<b>Required</b>	<ul style="list-style-type: none"> <li>• Google Ads experience</li> <li>• Social media campaign experience</li> <li>• Digital marketing or agency experience.</li> <li>• Excellent customer service</li> <li>• Genuine interest in split testing and optimisation</li> <li>• Understanding of industry trends</li> <li>• Ability to analyse data and make recommendations</li> <li>• Exceptional organisational skills and attention to detail</li> <li>• Demonstrated ability to think creatively and proactively</li> <li>• Ability to prioritise workload and meet deadlines</li> <li>• Ability to decipher feedback and provide effective solutions</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Relevant tertiary qualifications</li> <li>• Digital marketing / campaign experience</li> <li>• Previous experience in a not-for-profit environment</li> </ul>
<b>Recruitment Requirements</b>	<ul style="list-style-type: none"> <li>• Position requires a National Police Check.</li> <li>• Current and valid driver's license is preferred (however not essential)</li> </ul>

