

REGULAR GIVING MANAGER

About UN Women

UN Women is the United Nations organisation dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established in 2010 to accelerate progress on meeting their needs worldwide.

About UN Women National Committee Australia

UN Women National Committee Australia is a non-profit organisation headquartered in Canberra. UN Women National Committee Australia is the fundraising arm of UN Women, and engages individual donors, the community, private sector and government to financially support UN Women's programs and policy work overseas, in more than 100 countries worldwide.

UN Women National Committee Australia has an exciting opportunity for a **Regular Giving Manager** to join the small staff team based in Canberra.

Position Summary

Reporting to the Executive Director, the Regular Giving Manager will develop and oversee implementation of the regular giving acquisition strategy, budget, supporter journey and activity plan to meet fundraising goals in support of UN Women's global programs serving the world's women and girls. The Regular Giving Manager will work closely with the Campaigns Manager to develop targets, performance metrics and support the implementation of end-to-end campaigns across a number of channels including digital, direct mail, online, telemarketing and lead generation.

To be successful in this role it is essential that you have a thorough understanding of the donor journey, regular giving program development, performance benchmarks and how to monitor regular giving program performance, along with having achieved measurable results in a similar role – in addition to having a genuine interest in advancing gender equality worldwide.

Key Responsibilities and Duties

Key Outcomes

1. **IMPLEMENT** Lead the design, implementation and management of a regular giving acquisition strategy to enable UN Women National Committee Australia to grow its portfolio of regular donors, size of monthly gifts and net profit from regular giving over time -- on time and within budget to meet annual financial and acquisition targets
2. **RELATIONSHIPS** Manage relevant relationships with internal team members and external partners and vendors to achieve concrete outcomes against agreed KPIs and project timelines
3. **MEASURE (FINANCIALS)** Achieve, manage, track and analyse budgets and KPIs as set against the acquisition and retention strategy and vendor agreements. Report any variances and risks.
4. **TEST** In collaboration with the Campaigns Manager, research and trial new ideas and initiatives as part of the regular giving acquisition and retention programs and foster continuous organisational learning, innovation and development

5. **MEASURE (STRATEGIES)** Monitor and improve performance of all regular giving acquisition, engagement and retention activities, including achieving 90 day and 12 month regular donor retention targets, to shape future strategy and tactics

Selection Criteria (to address in your cover letter)

1. Donor-centred approach to fundraising, communications and campaigns
2. Proven experience developing and implementing a regular giving acquisition and retention strategy, including knowledge and experience with telemarketing, direct mail, and digital campaigns
3. Deep understanding of segmentation, targeting, positioning and ask strategies
4. Proven experience monitoring and achieving income targets, managing expenses and monitoring and reporting to budget
5. Commercial acumen, time-management, networking and negotiation skills
6. Excellent written and verbal communication skills, with high attention to detail
7. Self-starter who taps into broader environment to improve skills and continuously bring innovative solutions to market
8. Significant capability in monitoring donor behaviour and utilising insights to shape campaigns and communications
9. Ability to work independently but also work well within a collaborative, small team environment.
10. Full support of the fundraising mandate of UN Women National Committee Australia.

Knowledge of gender and development issues a plus.

Benefits

UN Women National Committee Australia offers a dynamic and supportive work environment, with benefits including:

- Salary packaging opportunities available as an organisation with PBI status
- Employee Assistance Program
- Flexible working arrangements
- Additional paid leave between 25-31 December
- Ongoing access to professional development opportunities

This position may be full-time or part-time (28 to 38 hours per week). Salary negotiable and commensurate with skills and experience.

To apply:

Please submit your cover letter addressing the selection criteria (no longer than three pages) along with your CV **in a single document labelled with your last name**, to admin@unwomen.org.au by 5pm Monday 13 May. Incomplete applications will not be reviewed.

To be eligible for this position you must have a legal right to work in Australia.

No phone calls, please.