

acquisition marketing officer

- **Leading international development agency**
- **Marketing and fundraising focus**
- **Corporate experience welcomed**

ChildFund Australia is an international development agency that works in partnership with children and their communities to create lasting and meaningful change. ChildFund has an extensive database driven child sponsorship program with more than 50,000 children in 26 countries sponsored by Australians.

You will implement a broad range of donor acquisition programs via the web, direct mail, business to business and street based marketing strategies. Advanced analytical, financial and strategic skills with the ability to inspire front-line fundraisers and donors will be key to your success.

Ideally you have experience in a similar role for a leading not for profit or you are from the commercial sector with a proven track record initiating new and innovative marketing strategies to acquire and retain customers. You are a multi disciplined marketer with a leaning towards direct marketing and a good grasp of successful strategies to nurture relationships.

If you would like to utilise your marketing skills to enhance the lives of children in developing countries please contact Richard Green on 02 8243 0570 or send your resume to cv@ngorecruitment.com quoting # 29198rg