

## direct marketing manager

- **Leading humanitarian aid & development agency**
- **Drive individual giving and supporter care**
- **Corporate experience welcomed**

Austcare works internationally with refugees, displaced persons and people affected by conflict and natural disaster. In 2009 Austcare will be re-branded as ActionAid becoming part of an international network that assists over 13 million of the world's most disadvantaged people in over 42 countries.

You will be responsible for the acquisition, retention and upgrade of supporters through direct mail, online campaigns, communication products and stewardship programs. Your focus will be supporting the launch of ActionAid in Australia and building revenue, primarily from individuals via child sponsorship. You will also develop major gift and bequest income.

You have an understanding and appreciation of best practice fundraising and a track record in building donor value via sophisticated database marketing. You possess new media and traditional direct marketing skills to manage and grow annual income targets in a data driven marketing environment. You have extensive experience in managing suppliers and enjoy thinking outside the square to come up with innovative ideas and DM solutions.

**If you are eager to use your DM skills to build support for this new brand in the Australian charity market then please contact Olivia Ryan on 02 8243 0570 or forward your resume to [cv@ngorecruitment.com](mailto:cv@ngorecruitment.com) quoting Ref # 29432.**