



Mission Australia

direct marketing executive

- **Commercial or charity experience welcomed**
- **Raise millions of \$ to benefit your community**

Mission Australia is a national organisation involved in delivering community, employment and training services to assist people who are disadvantaged to embrace life, and find pathways to a better future.

This national role develops and implements direct marketing strategies for donor appeals and acquisition programs. The position manages fundraising campaigns across all DM channels, including direct mail, telemarketing, online and above the line direct response and results' evaluation.

This is an opportunity to use your strategic skills in targeting, segmentation, positioning and data analysis to manage and grow annual income targets from appeals, newsletters and non-mail direct response fundraising activities. You have extensive experience in managing creative agencies and suppliers and enjoy thinking outside the square to come up with innovative ideas and marketing solutions. Your excellent written and verbal communication skills will stand you in good stead to produce effective campaigns.

Are you ready to move into a national marketing role where your efforts have a direct effect on the wellbeing of thousands of Australians?

**For further information
or to apply please
email Heather Knights at
ngo_141a@ngorecruitment.com
or call 02 8243 0570.**



R e c r u i t m e n t

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