



## **national direct marketing coordinator**

- **Strategic hands on role**
- **Extensive stakeholder liaison**

The Heart Foundation is Australia's leading charity in the fight against heart, stroke and blood vessel disease. It funds world-class cardiovascular research, supports health professionals, health promotion and education, and assists people with cardiovascular disease. The Foundation's best-practice fundraising program ensures Australians continue to receive the very best heart health information and cutting edge research.

This role will coordinate the day to day running of the direct marketing program, including direct mail, telemarketing and online. You will improve response rates, average gifts and donor retention and utilise donor communication strategies to drive higher returns. Working closely with donor relations staff throughout the country will be key to your role.

You possess demonstrated DM, analytical and budget skills and have created effective donor and customer development and reactivation campaigns. You are strategic, details driven and focused on results.

**If you would like to become part of the team fighting Australia's biggest killer then please call Olivia Ryan on 02 8243 0570 or send your resume to [cv@ngorecruitment.com](mailto:cv@ngorecruitment.com) quoting Ref # 29626.**



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