

POSITION DESCRIPTION (PD)			
<i>All employees/workers within Catholic Mission must have a position description.</i>			
Position Title (Generic):	Officer	Position Title (Specific):	Senior Fundraising Officer (Regular Giving)
Reporting to:	Fundraising Manager	Direct Reports:	None
Position Location:	North Sydney If Other, please identify: Click here to enter text.	Position Code:	SFO-FT
Full Time Equivalent (FTE):	Full-time=1.0FTE	Date:	11/05/2020
Employment Type:	Permanent	Rem Code:	GH
Financial Authority:	<input type="checkbox"/> Authority level to Click here to enter text. <input checked="" type="checkbox"/> Credit card to monthly cap of \$2000	Rem Steps:	From: S25 To: S32
		Award	No Award - ACBC guidelines
About Catholic Mission	<p>Our Vision That all may have life in Christ.</p> <p style="text-align: center;"><i>"I came that they may have life, and have it abundantly." (John 10:10)</i></p> <p>Our Mission As the Pope's international mission agency we respond to the call to love God and to love our neighbour by forming individuals and communities as missionary disciples of Jesus who share their faith in action and through prayer.</p> <p>We share in God's mission to reach out, give life by sharing our personal and financial resources to:</p> <ul style="list-style-type: none"> • proclaim the Gospel • serve people in need • act for peace, justice and creation <p>In partnership with local churches so that all may have life in Christ.</p> <p style="text-align: center;"><i>"Love one another. Just as I have loved you, you also should love one another." (John 13:34)</i></p>		
Purpose of Role	<p>This position exists within the Fundraising Team at the National Office in North Sydney.</p> <p>The primary focus of this job is:</p> <ol style="list-style-type: none"> 1. Program Management: work with the Fundraising Manager and other internal and external stakeholders to lead and deliver all facets of Catholic Mission's (CM) regular giving program 2. Acquisition: increase the number and value of new and active regular donors 3. Growth: facilitate the implementation of upgrade, conversion and reactivations programs 4. Retention: steward donors effectively, ensuring their long-term interest in CM's mission 5. Connection: collaborate with CM staff and suppliers to deliver CM's regular giving program 6. Improvement: look at new ways to strengthen and grow the regular giving program 7. Engagement: engage with the Catholic community through a wide range of channels, including church, online, direct mail, telemarketing, and digital media. 		

	<p>8. Workplace Giving – Program Management: work with the Fundraising Manager, internal and external stakeholders to support the delivery of CM’s workplace giving program</p> <p>Regular Giving Program Catholic Mission’s Regular Giving program plays a pivotal role in our Fundraising program and represents over 25% of organisational fundraising income. This role is pivotal in helping acquire, grow and retain supporters for CM’s work and to achieve CM’s mission.</p>
<p>Primary Duties & Key Performance Indicators (KPIs)</p>	
<p>Key Responsibility Areas – Expected End Results</p>	<p>Key Performance Indicators (KPIs) – Measures of Success</p>
<p>1. Program Management</p>	<ul style="list-style-type: none"> • Lead and deliver the implementation of CM’s regular giving program. • Contribute to the development of the regular giving strategy to acquire, grow and retain supporters. • Work with the Fundraising Manager to set, manage and reach targets for regular giving. • Establish and lead Regular Giving Working Group with relevant stakeholders responsible for delivering various elements of CM’s regular giving program. • Support the preparation of the regular giving budget and work with the Fundraising Manger to monitor budgets on a monthly basis and forecast income and expenditure, including reporting on monthly budget variances. • Monitor ongoing campaigns, ensuring appropriate reporting is developed and maintained to analysis of the effectiveness of activities and offer tactical adjustment recommendations to improve future campaigns in the areas of acquisition, upgrade, conversion, reactivation and attrition. • Develop, implement and review regular donor communication plans, ensuring effectiveness and sustainability. • Manage the workflow of regular giving newsletters, ensuring to meet deadlines for content, printing and mailing, liaising with printers, mail-houses and the Communications Team. • Manage the creative development and implementation of regular donor communication collateral, including online components.
<p>2. Acquisition</p>	<ul style="list-style-type: none"> • Lead and deliver the implementation of CM’s acquisition programs. • Increase the number and value of new and active regular donors. • Help research and develop new supporter acquisition and retention propositions, creative ideas and campaigns to attract and grow regular giving supporters.
<p>3. Growth</p>	<ul style="list-style-type: none"> • Facilitate the implementation of upgrade, conversion and reactivations programs. • Identify areas for improvement to build better relationships with regular donors and raise more funds. • Develop and implement activities to convert current donors to become regular donors. • Coordinate telemarketing campaigns including briefing, training and managing external suppliers and internal stakeholders to ensure retention, conversion and reactivation campaigns are delivered on time and within budget.

4. Retention	<ul style="list-style-type: none"> • Lead and deliver the implementation of CM’s retention programs. • Reduce monthly delinquency and increase retention through active cancellations and declines management. • Steward donors effectively, ensuring their long-term interest in CM’s mission. • Identify and implement opportunities to improve donor retention (and processes). • Manage a donor journey and communication plan for all regular giving channels and programs that will enhance engagement and commitment by the donor. • Help develop and deliver a personalised offline and online supporter journey to retain supporters and grow their lifetime value.
5. Connection	<ul style="list-style-type: none"> • Collaborate with CM staff responsible for donor contact, including diocesan staff and Donor Services Team, to ensure they are appropriately equipped and trained to implement donation processing/reporting and front-line donor contact related to the regular donor program. • Liaise with suppliers (e.g. Pareto Phone) to ensure financial and non-financial objectives are met, and that CM values are upheld when recruiting and/or contacting regular donors. • Develop, organise and present training to supplier staff (e.g. Pareto Pone), who inspire, recruit, upgrade and re-activate regular donors. • Brief and work with Data Analyst to segment and extract data for phone, mail, online and SMS campaigns.
6. Improvement	<ul style="list-style-type: none"> • Look at new ways to strengthen and grow the regular giving program. • Continually develop, implement and monitor the internal process related to the regular giving program. • Collaborate with Fundraising (and Community Engagement) Teams to develop and outwork plans for new projects and campaigns.
7. Engagement	<ul style="list-style-type: none"> • Engage with the Catholic community through a wide range of channels, including church, online, direct mail, telemarketing, and digital media. • Ensure opportunities are realised for supporters to become regular donors through other fundraising programs, e.g. direct mail and church appeals. • Collaborate with Fundraising Manager & Digital & Online Manager to develop and implement lead generation, conversion and connection activities for regular givers online.
8. Workplace Giving	<ul style="list-style-type: none"> • Work with the Fundraising Manager, Diocesan Directors and other internal and external stakeholders to redevelop, lead and deliver CM’s workplace giving program. • Ensure programs are successfully promoted, resources updated, and donors receive adequate information regarding their support.
9. Comply with CM’s Safeguarding of Children and Vulnerable Adults policy and code of conduct.	<ul style="list-style-type: none"> • Comply with best practice for safeguarding children and vulnerable people in accordance with established laws, standards and organisation policy and procedures. • Breaches are identified and reported where appropriate, in order to eliminate or prevent the abuse of children and/ or vulnerable people.
10. Comply with Catholic Mission work, health and safety measures and standards.	<ul style="list-style-type: none"> • Comply with best practice for safe work practices in accordance with established laws, standards and organisation policy and procedures. • Risks/hazards are identified and reported where appropriate, in order to eliminate or prevent the risk recurring. • Consultative processes provided by Catholic Mission are engaged.

Challenges of the Position	
	<ul style="list-style-type: none"> Achieving best practice across all facets of regular giving, particularly functions outside of the Fundraising Team.
	<ul style="list-style-type: none"> Establishing monthly monitoring and reporting given database limitations and capacity of Data Analyst.
	<ul style="list-style-type: none"> Increasing strategic and operational use of the database.
	<ul style="list-style-type: none"> Macro trends across the Church landscape with declining attendance / giving, and the impact on donor acquisition.
	<ul style="list-style-type: none"> Changing culture regarding fundraising appreciation and best practice throughout organisation.

Person Specification	
Essential	Knowledge <ul style="list-style-type: none"> Understanding and appreciation of the role of the Catholic Church in mission. Understanding of the not-for-profit sector. Understanding of fundraising principles and best practice.
Essential	Experience <ul style="list-style-type: none"> Relevant business, marketing or fundraising qualifications and 1-2 years of experience. Experience with data analysis and implementing findings to drive outcomes. A track record of effectiveness in achieving fundraising performance targets.
Essential	Skills <ul style="list-style-type: none"> Be self-directed and motivated with a disciplined and determined approach. Be enthusiastic and have a “can do” attitude. Be resilient, adaptable and energetic. Have excellent project management skills across a broad stakeholder group. Be a team player with the ability to collaborate (and lead collaboration) with and of others. Have excellent time management and organisational skills, including setting priorities, following up and handling multiple tasks. Hold advanced skill level in the use of CRMs. Have well-developed analytical, problem solving and decision-making skills. Have an ability to work with data to identify common trends and ‘giving’ patterns. Have an ability to work effectively under pressure with accuracy and an ability to produce quality work. Have a high attention to detail and accuracy. Have strong writing, interpersonal and communication skills. Have a proficiency in Microsoft Word, Excel and PowerPoint.
Desirable	Knowledge <ul style="list-style-type: none"> Understanding of Catholic principles, values and global mission. Understanding of Catholic Church structure and culture. Understanding of cutting-edge fundraising techniques. Understanding of database management. Understanding of best practice acquisition and retention strategies for regular giving. Understanding of best practice digital fundraising strategies.
Desirable	Experience <ul style="list-style-type: none"> Experience in managing third party providers.
Other	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> All applicants must be eligible to work within Australia. <input checked="" type="checkbox"/> A Criminal History Check is required for this position. <input checked="" type="checkbox"/> A Working with Children Check is required for this position. <input checked="" type="checkbox"/> This position requires occasional travel nationally. <input checked="" type="checkbox"/> This position requires a driver’s licence. <input checked="" type="checkbox"/> Commitment to CM’s agency requirements, including attendance at staff and management meetings; completion of all finance and operational reporting requirements as per CM’s policies and/or line manager’s directive, adherence to program, HR and Finance policies and procedures. <input checked="" type="checkbox"/> Capacity to work outside standard business hours.

Key Stakeholders/Relationships			
Internal	<ul style="list-style-type: none"> • Fundraising Manager • Fundraising Team • Community Engagement Team <ul style="list-style-type: none"> ○ Donor Services ○ Donor Engagement ○ Communications ○ Programs ○ Mission Formation • Diocesan Directors and Relationship Officers 	External	<ul style="list-style-type: none"> • Supporters • Suppliers / Contractors • Consultants
PREPARED BY			
Name	Adrienne Green	Name	Sharon Messina
Position Title	Fundraising Manager	Position Title	HR Director
Date	18/05/2020	Date	18 May 2020
AUTHORISATION: 1st Level VETTED BY:		AUTHORISATION: 2nd Level	
Name	Peter Gates	Name	Brian Lucas
Position Title	Deputy National Director	Position Title	National Director
Date	19/05/2020	Date	19/05/2020