



Donor Relations Manager – Major Gifts - Position Description

Reporting to WIRES Philanthropy Manager, WIRES Donor Relations Manager is focused on delivering exceptional service to WIRES individual donors and the general community and helping WIRES to increase fundraising income to expand our rescue, care and education services.

12 month contract with the potential for extension.

Key areas of responsibility:

- Work with management to develop, implement and grow WIRES major gift fundraising strategy
- Develop a portfolio of donor materials and packs for major donors
- Increase engagement with High, Major and VIP value donors building on existing relationships and cultivating new ones, including routinely contacting major donors to maintain and build on their support and developing and implementing programs for identifying and nurturing mid-level donors
- Develop and manage major donor programs (including celebrities and influencers), coordinating personal calls and working with the team to send out personal thank you letters, cards, photos, videos and certificates of appreciation or organise social tagging etc, monitoring responses to improve major donor relationships and long-term retention
- Monitor, analyse and report on major donor acquisition and retention
- Coordinate donor events to grow relationships, including a bi-annual morning tea for major donors
- Develop new, retain and upgrade existing relationships with WIRES donors through efficient and professional donor care, management and follow-up
- Manage the donation line with the fundraising team, processing online donation requests
- Ensure WIRES database is kept up to date with accurate information at all times
- Prepare regular fundraising reports and conduct data analysis as needed
- Provide excellent service, acting as point of contact for general, fundraising & donor enquiries
- Work with colleagues to share workloads during busy periods
- Perform other duties and manage other projects as requested by management.

Key competencies:

- Minimum 3 years relevant fundraising experience working with major donors
- Tertiary qualifications in business, marketing or communications (desirable)
- Demonstrated passion for fundraising and a commitment to increase fundraising revenue
- Highly organised, reliable, efficient & detail orientated with excellent written & verbal communication skills
- Positive attitude & ability to work in a team and confidently manage a wide range of stakeholders
- Strong conceptual, analytical and problem-solving skills with the ability to multi-task
- Demonstrated ability to improve results in previous roles
- Committed to prompt, high quality customer service
- Awareness of the importance of data integrity and accuracy
- Willingness to work cooperatively and collaboratively across the organisation
- Recognition of the broader needs of WIRES while meeting specific objectives of the role
- Maintaining confidentiality of donor details and WIRES details at all times
- Strong technical skills and the ability to learn new systems quickly
- Openness to change and the flexibility to accommodate changing requirements to fulfil WIRES objectives
- Passionate about animal welfare and improving outcomes for animals

After KPI targets are agreed there will be ongoing team reviews to assess performance in relation to agreed targets.