

Position Description



Face to Face Fundraising Coordinator

Functional Department:	Marketing Media Communications
Reports to:	Manager, Individual Giving
Direct Reports:	N/A
Location:	Sydney, NSW
Employment Type:	Full time Max Term
Hours per week:	37.5
Position grade:	5
Effective date:	November 2020

Position Purpose

The primary purpose of this role is to coordinate all aspects and the day to day operations of the Heart Foundation's Face to Face (F2F) channel for the regular giving program. In conjunction with the Manager, Individual Giving and other key staff, you will develop and deliver inspiring training, monitor and report on the effectiveness of the program (including financial and retention reports), and ensure the overall quality and consistency of both new F2F donor recruitment and retention.

All Staff Responsibilities

1. Recognise the importance of our customers by being committed to listening and seeking to understand the changing needs of the community and our stakeholders;
2. Work in accordance with the Heart Foundation mission, vision and values;
3. Show respect to others, their roles and goals, and ourselves;
4. Strive for ongoing improvement and respectfully challenge to enable better outcomes;
5. Recognise we are advocates of the Heart Foundation;
6. All take responsibility for the acquisition of new donors;
7. Fulfil our role to the best of our ability, including a focus on quality and the consumer;
8. Are honest, collaborate and support each other; and
9. Create the environment and culture that encourages people to perform at their best and thrive at work.

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Key accountabilities

Key areas of accountability to ensure our success:

1. Supplier management

- Support the Manager, Individual Giving in managing the relationships with the F2F agencies, including cross checking of submitted pledges, payment of invoices and reporting of campaigns to maintain quality control.
- Manage the day to day interactions with the F2F agencies and be the organisational point of contact for the face to face program.
- Attend fortnightly work in progress meetings with agencies and provide support and campaign assistance to each agency partner.
- Logistical support to agencies, ensuring welcome packs and campaign materials are in full supply for all agencies. Coordinate production work of campaign materials.
- Monitor and approve F2F agency locations and fundraising sites and conduct regular mystery shopping to ensure quality.
- Research and source new agencies when required to recommend to the Manager, Individual Giving

2. Reporting & Administration

- Produce and deliver regular F2F reports within agreed timeframe, including regular attrition and bonus and clawback reporting.
- Optimise and enhance current processes and initiatives to maximise revenue across regular giving program
- General project administration and support as required
- Analyse and evaluate each agency's campaign results against agreed key performance indicators and with the Manager, Individual Giving recommend strategic changes for future campaigns to optimise revenue opportunities.

Key stakeholder responsibilities

The key roles this role has to interface with to ensure our business success are:

Interface with	Description
Supporter Services	Donor calls, reporting, complains handling, back end processes and handling, donor journeys, save program
Finance	Reporting, regular reconciliation
Legal/ Privacy	Due diligence, contracts/ supplier agreements, complains handling
Heart Heath	Training content development and delivery, journey mapping
Development	Reporting, integration with other donor programs, retention initiatives, journey mapping
Marketing	Integration with marketing communications and initiatives, content development, donor journeys mapping, development and implementation

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Data	Reporting, journey mapping, targeting for upgrade and reactivations programs
IT	Integration of donation capture and processing with HF systems, dashboard reporting. Ensuring data and privacy compliance

Qualifications, skills, knowledge and experience

Skills, knowledge and experience

- Experience in all key aspects of Face to Face recruitment campaigns and/or other related supporter recruitment techniques (either as a frontliner or within a not for profit organisation)
- Strong account management skills
- Demonstrated planning and project coordination skills, with strong attention to details
- Knowledge of fundraising techniques and principles, including methods of tracking and monitoring results, performance, and budgets.
- Excellent interpersonal and negotiation skills
- Ability to show initiative and respond to a range of inquiries in a timely manner.
- Appropriate level of proficiency with MS office suite, in particular Excel.

General requirements

Commitment to Workplace Health and Safety and compliance with Heart Foundation systems.

The flexibility to travel and/or to work after hours in support of Heart Foundation initiatives.

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