
JOB TITLE	Fundraising and Donor Relations Coordinator
DATE	April 2021
REPORTS TO	Australian Centre for Heart Health Director

POSITION DESCRIPTION

Position purpose	Responsible for the management, execution and measurement of all fundraising activities at ACHH. Support the Director to establish and deliver key programs including Gifts in Wills, Major Gifts, appeals, regular giving, raffles and new donor acquisition. Introduce donor relations processes to provide an excellent donor experience for all ACHH supporters.
Main tasks	<p>Core objectives include:</p> <p>Donor relations and experience</p> <ul style="list-style-type: none">• Develop and implement better practice fundraising and stewardship activities to deepen engagement and exceed fundraising income targets.• Plan and coordinate tailored journeys for key supporter segments; with particular focus on gift acknowledgment, impact storytelling, surveys, upgrade opportunities and digital and event engagement and to ensure retention and income growth are maximised.• Monitor and track donor movement and identify opportunities for value uplift.• Inspire dedicated and loyal high value supporters to raise funds through workplace giving, peer to-peer fundraising and events.• Support the FR team to strengthen systems and measure insights to better support communication, relevance and donor experience.• Maintain and update donor records.• Build and maintain relationships with key supporters including Gifts in Wills prospects, Major Donors and Clients. <p>Campaign management</p> <ul style="list-style-type: none">• Responsible for management of ACHH fundraising programs, including appeals, regular giving, acquisition, raffles, Gifts in Wills and Major Gifts.• Help to inform effective fundraising strategies and tactics are adopted across the organisation's programs• Project management of all communications activities and channels, including direct mail, phone, email and social media, ensuring timing and budgets are adhered to.• Management of supplier relationships for all programs.• Ensure development and implementation of best practice principles, processes and adoption of sector insights. <p>The above list is not exhaustive, and the role may change to meet the overall objectives of the Centre.</p>
Other Duties	<ul style="list-style-type: none">• Fulfil other duties as required by management and other department personnel as requested/required.

PERSON SPECIFICATION

Qualifications & experience

Essential

- Demonstrated experience and knowledge in fundraising, marketing or sales and the theories and practices of fundraising.
- Track record of achievement in donor / bequestor engagement and stewarding.
- Excellent written, oral and interpersonal communication skills, including the ability to champion ACHH and its mission.
- Ability to build rapport with the diverse range of ACHH supporters – volunteers, members, donors.
- Ability to manage confidential and sensitive information about both the organisation and its supporters.
- Demonstrated ability to interact successfully with senior people in the philanthropic, commercial and public sectors.
- Demonstrated skill working with CRM systems and databases (eg Raiser's Edge).
- Strong planning, time management and organising skills.
- Analyse and solve problems with good humour and flexibility.
- Ability to work well with minimum supervision, prioritise and be delivery focused.
- Ability to monitor fundraising trends.
- Ability to write donor centric communications.

Desirable

- An affinity with the aims and philosophy of a not-for-profit organisation.
- An understanding of the role of philanthropy for a not-for-profit and a desire to work in the sector.
- Experience or knowledge of communication and marketing techniques that support fundraising.
- Proven ability to liaise and negotiate effectively with a range of stakeholders.

Skills & competencies

- **Customer service focused:** committed to providing exceptional customer service across all channels – written, phone and face to face.
- **Communication:** the ability to communicate clearly and concisely, varying communication style depending upon the audience.
- **Attention to detail:** excellent attention to detail and written skills when communicating with others, both internally and externally.
- **Commerciality:** ability to apply knowledge in a practical, commercial manner.
- **Teamwork:** willingness to assist and support others as required and get on with team members.
- **Time management/organisation:** accomplish objectives effectively within time frame given and carry out administrative duties within portfolio in an efficient and timely manner.

Personal attributes

- Professional approach (essential).
- Confident manner (essential).
- Positive approach to change (essential).

Other

- Advanced knowledge of Microsoft Office Suite

This job description serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. You will be expected to perform other job-related tasks requested by management and as necessitated by the development of this role and the development of the business.

ACKNOWLEDGEMENT

I certify that I have read, understood, and accept the duties, responsibilities, and obligations of my position.

SIGNED BY YOU

.....
Employee

.....
Date

SIGNED BY MANAGEMENT

.....
Manager

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Date