

# Position Description

## Donor Relationship Specialist

<b>REPORTING TO</b>	Direct Marketing Manager
<b>WORK LOCATION:</b>	Melbourne (Wurundjeri Country) or Brisbane (Yugerra Country)
<b>GRADE:</b>	5
<b>SALARY (FTE):</b>	\$90,142 plus 10.5% superannuation
<b>STATUS:</b>	Permanent, Full time
<b>HOURS:</b>	37.5 hours per week

### WHO WE ARE

The Australian Conservation Foundation is Australia's national environment organisation – over 700,000 people, creating a world where forests, rivers, people and wildlife thrive. For more than 50 years, we've been protecting the web of life across our continent, from the Kimberley to the Reef and down the Great Dividing Range to Tasmania's forests.

We bring together people from community, government and business. Our supporters advocate for climate action and for our living world. We hold decision makers to account. We champion big ideas and find common ground with unlikely partners. We are proudly independent, non-partisan and funded by donations from our supporters.

### THE FUNDRAISING TEAM

Fundraising is responsible for revenue generation through regular giving, cash donations, bequests, major gifts and community fundraising, with a focus on acquisition, retention and development of donors to enable the organisation to deliver on financial and environmental goals.

Direct Marketing sits in the Fundraising Directorate and is responsible for ACF's appeals, regular giving, mid-value, community fundraising and other direct marketing activities.

The role also contributes to the delivery of ACF's broad goals of encouraging community engagement in both ACF's fundraising and advocacy activities.

### THE ROLE

The Donor Relationship Specialist develops and implements ACF's mid-level donor strategy, using innovative and multi-channel stewardship strategies to retain and lift mid-level supporter and move them to major gift and bequest programs.

### KEY COLLABORATIONS

The Donor Relationship Specialist reports to the Direct Marketing Manager and has key relationships with the Philanthropy Executives, Bequest Manager and Direct Marketing Coordinator. This role also works in collaboration with the Senior Data & Insights Analyst and other members of the fundraising directorate.

## RESPONSIBILITIES

- Develop and implement ACF's mid-level donor strategy, using innovative, multi-channel stewardship strategies to retain and lift mid-level supporters and move them to major gift and bequest programs
- Build relationships with mid-level supporters via phone calls, personalised emails and other communication, and events in person-meetings where possible
- Work closely with the Senior Data & Insights Analyst to identify prospective mid-level donors
- Work with the Direct Marketing Coordinator to lift the value of mid-level donors through individual giving programs, and steward through tailored communications.
- In collaboration with the Philanthropy Executives, develop a strategy to cultivate mid-level donors with a view to accelerating their movement to major gift programs.
- In collaboration with the Bequest Manager, develop a strategy to cultivate mid-level donors with a view to moving them into bequest programs.
- In collaboration with the Direct Marketing Manager, manage the mid-level donor budget ensuring the program is profitable and efficient, ensuring financial growth.
- Conduct continual analysis of the mid-level donor program to identify and recommend changes to the strategy on an ongoing basis.
- Collaborate with internal teams on creative design and messaging, ensuring communications are consistent with ACF's narrative
- Stay aware of best-practices in mid-level donor management, and apply knowledge and tools acquired in training to the continuous improvement of the program
- Encourage internal understanding and awareness of the mid-level donor program within the broader organisation
- Adhere to Fundraising Institute Australia code of ethical fundraising
- Observe the safe working practices and as far as you are able, protect your own and others' health and safety
- Other duties as requested by your manager

## KEY SELECTION CRITERIA

1. **Strategic Development:** Consults, liaises and collaborates with key stakeholders to develop robust fundraising strategy, specifically for the retention and lift of mid-value donors as well as the movement to major gifts and bequests programs.
2. **Relationship Management:** Identifies and further cultivates relationships with donors, including the development of bespoke stewardship programs, improving the donor experience.
3. **Program Coordination:** Experience coordinating mid-level, major gift or and direct marketing programs, including strategic use of mail, print, online and email communications. Ability to write compelling and clear fundraising copy.
4. **Detail focus:** Able to understand and analyse data in a donor acquisition context
5. **Integrity:** Works effectively with high degree of autonomy and accountability; self-motivated and can demonstrate initiative. Takes responsibility for own action, treating all people with dignity consistent with ACF values.

**Qualifications and work requirements:**

Minimum of three years’ experience working in relationship management or supporter acquisition, ideally within the not-for-profit sector.

Experience in seeking out and developing relationships with prospective supporters or customers, ideally within the not-for-profit sector.

Tertiary qualifications in fundraising, customer relationship management or equivalent and experience in the use of CRMS is desirable



# How to walk the talk...

ACF’s top six characteristics of an ideal team

	Communicative	Supportive	Respectful	Fun	Collaborative	Focused
ACF’s role	<ul style="list-style-type: none"> <li>• Provide genuine, meaningful, two-way, communication to staff</li> <li>• Provide opportunity for staff to communicate between teams and between levels</li> </ul>	<ul style="list-style-type: none"> <li>• Offer flexible work arrangements</li> <li>• Monitor, measure and seek to improve staff happiness</li> <li>• Reward good performance</li> </ul>	<ul style="list-style-type: none"> <li>• Take people’s ideas, worries and needs seriously</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage a social and welcoming atmosphere</li> <li>• Organise team gatherings to celebrate our successes and losses</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate organisational goals and provide direction</li> <li>• Emphasise shared goals, not individual goals.</li> </ul>	<ul style="list-style-type: none"> <li>• Set goals and make sure we stick to them</li> <li>• Clearly defined reporting lines, and team functions</li> </ul>
My role	<ul style="list-style-type: none"> <li>• Ask questions</li> <li>• Understand you teams’ priorities and help to achieve them</li> <li>• Seek feedback</li> <li>• Give feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Give credit where credit is due</li> <li>• Ask “are you okay?” and act on the answer</li> <li>• Remind yourself that we’re all human with pressures outside work</li> </ul>	<ul style="list-style-type: none"> <li>• Treat others as you would like to be treated</li> <li>• Listen</li> <li>• Let others speak</li> <li>• Reflect. Is my behaviour making the situation worse?</li> </ul>	<ul style="list-style-type: none"> <li>• Take time out</li> <li>• Remember what’s important</li> <li>• Don’t be afraid to ask for help</li> <li>• Be silly occasionally</li> </ul>	<ul style="list-style-type: none"> <li>• Help your colleagues (remember, you’re in the same team)</li> <li>• Realise that people work differently and that you can learn something from everyone</li> </ul>	<ul style="list-style-type: none"> <li>• Ask the question: “why are we doing this?”</li> <li>• Do what’s best for the team</li> <li>• Work where you can do the most good</li> </ul>