

Position Description

The **Individual Giving Specialist** is responsible for implementing Breast Cancer Network Australia's (BCNA) individual giving campaigns and direct mail fundraising activities. It also champions the BCNA CRM within the fundraising team, leading on segmentation, data mining, analytics and reporting

The position will work with the Fundraising Director to conceive and deliver high impact giving campaigns that connect with BCNA's donor base and wider network. This will include continual improvements in delivering, executing, and reporting on existing individual giving campaigns including appeals, and regular giving programs; as well as developing and implementing new individual giving programs designed to increase donor engagement and acquisition, grow donations income and achieve fundraising goals.

With exceptional communication and organisational skills, this position will heavily rely on your ability to foster and cultivate long term relationships with a variety of people, along with your exceptional ability to adapt to any given situation. Your drive, passion and need to achieve the best outcomes for donors will see you succeed in this position.

Title	Individual Giving Specialist
Team	Fundraising
Work location	293 Camberwell Rd, Camberwell, Vic 3124
Employment type	Part-time 0.8 FTE
Direct reports	None
Position reports to	Director Fundraising

About Breast Cancer Network Australia

Breast Cancer Network Australia exists to ensure that all Australians affected by breast cancer receive the very best care, treatment and support. As the leading breast cancer organisation we advocate for, connect, support and inform our core network of those diagnosed, those concerned for their risk and those supporting someone they care for.

We work with our wider network of health professionals, government, healthcare providers and health partners to influence for a stronger healthcare system. We have four areas of focus to deliver our purpose – Member engagement through information, Support through our services, connection through our programs and using our Voice to provide a better healthcare system for tomorrow.

We are enabled to deliver our Purpose through partnerships, digital and data and organisational strength.

We are a network of more than 150,000 Australians who have received our support since 1998.

More information about BCNA can be found on our website: www.bcna.org.au

BCNA Values and Behaviours

As a member of the larger BCNA team this role is expected to work with all staff to develop and support a positive organisational culture.

BCNA is united by a passion to advocate for and empower Australians affected by breast cancer. We are led by the voice and experiences of consumers who have been affected by breast cancer.

Fundraising Team

The Fundraising team is responsible for driving fundraising income for BCNA by supporting a diverse mix of fundraising activities and programs and managing fundraising partnerships/relationships for the organisation. The portfolios include Corporate Partnerships, Events and Community Fundraising, Trusts and Foundations and Individual Giving.

Key accountabilities/activities

1. With the Fundraising Director, develop and implement an appeals, middle donor and regular giving strategy to drive revenue growth, donor acquisition and retention.
2. Actively seek out best practice and innovate in BCNA's individual giving program to drive acquisition, donor engagement and profit growth.
3. Develop retention strategies based on donor insight and best practice in donor stewardship in order to consistently engage, motivate and retain donors and increase their lifetime value and relationship with BCNA.
4. With the Marketing Manager, coordinate a multi-channel direct marketing plan and budget for four appeals per year, regular giving and middle donor programs, including messaging ideation through to implementation across direct mail, phone, email, social media, web, SMS & other channels as required, working across the organisation to brief and seek input from other departments in a timely way.

5. Project manage these programs to ensure timelines for each campaign are executed on time and internal and external stakeholders are informed of deadlines and other details as needed.
6. Oversee detailed post campaign analysis for each campaign and implement data segmentation strategies, including preparing data extractions and analysis. Coordinate the acquisition and upgrade of appeal and regular donors through all direct channels.
7. Manage external agencies and suppliers to execute the individual giving strategy to meet agreed budgets and timelines.
8. Ensure all supporter communications are accurate, timely and on-message, working collaboratively across the organisation.
9. Develop and implement the donor journey and customer experience for new and existing donors, in cooperation with other members of the Fundraising team and work with the National Manager, Major Gifts to implement a stewardship program for individual giving.
10. Ensure key staff are kept informed and briefed on all upcoming supporter acquisition campaigns.
11. Review and implement ongoing efficiency improvements in individual giving programs, including but not limited to the coordination of volunteers to support the program, back-end processing, platforms and other online tools and CRM segmentation, to ensure they are as efficient and engaging as possible
12. Use detailed analysis to make recommendations for future campaigns, to maximise the income raised for BCNA.
13. Assist with forecasting and budgeting activities when required.
14. Ensure accurate and up-to-date fundraiser and donation information into BCNA's CRM database and provide support to other members of the fundraising team on data segmentation, analysis and reporting, acting as the team champion for BCNA's CRM and the use of data and digital fundraising tools.
15. Attendance and support as required at BCNA fundraising events, including participating in BCNA organisational activities and undertake other duties as required by the Director Fundraising to support the strategic directions of BCNA.

Selection criteria

All applicants are subject to a National Policy History Check.

Specialist expertise

1. Demonstrated experience in developing and implementing successful individual giving campaigns.
2. Proven ability to acquire, engage and steward donors in a complex and busy environment.
3. Previous experience in data analysis, Salesforce or fundraising related CRM.
4. Direct and digital marketing experience desirable, including coordination of internal and external suppliers/stakeholders

Knowledge and skills

1. Technically proficient in the Microsoft suite of programs and experience in the use of systems and databases like Salesforce. Knowledge and use of website CMS systems, HTML code and Adobe creative suite would be advantageous.

	<ol style="list-style-type: none"> 2. Communication Skills – Strong and effective communication skills with the ability to provide informed, meaningful and relevant information verbally and a demonstrated ability to produce accurate, timely and quality written communication that meets the needs of the intended audience. 3. Project Coordination – demonstrated ability to manage priorities and multiple issues and projects simultaneously, take responsibility for projects, ensures key requirements are met in a timely manner and show a proactive attitude. 4. Financial Management – Understanding, skills and experience of financial management including monitoring budgets, expenditure and income. 5. Collaborative and supportive – works with others to achieve common goals; engenders a spirit of teamwork; listens actively and inspires confidence and trust.
Personal attributes	<ol style="list-style-type: none"> 1. Donor and Network focused – consults with and prioritises needs of BCNA’s donors and wider network; aims for best outcomes for them; is outcome focused; follows through with commitments. 2. Takes initiative – has a capacity to identify opportunities, develop initiatives and to prioritise tasks to achieve outcomes. 3. Ethical – has integrity and principles; is committed to BCNA values; reflects expected standards of behaviour.
Qualifications	Relevant industry certifications desirable

Position Description Approval	
The details contained in this document are an accurate statement of the duties, responsibilities, and other requirements of the position.	
Director Fundraising	Human Resources
Name: Sandra Robertson	Name: Norah Wilkinson
Date: 19/02/2021	Date 17/02/2021
Last Review: July 2021	Last Review: February 2021