



## POSITION DESCRIPTION

<b>Position Title:</b>	Annual Giving Coordinator
<b>Classification:</b>	HEW 6
<b>Establishment No.:</b>	7010072
<b>Reporting to title &amp; establishment / position No.:</b>	Annual Giving Manager (7007387)
<b>School/Office:</b>	Office of Engagement and Advancement
<b>Division:</b>	People and Advancement

### Context

Western Sydney University is a modern, forward-thinking, research-led university, located at the heart of Australia's fastest-growing and economically significant region, Western Sydney. Boasting 11 campuses – many in Western Sydney CBD locations – and more than 200,000 alumni, 49,500 students and 3,500 staff, the University has 14 Schools with an array of well-designed programs and degrees carefully structured to meet the demands of future industry.

The University is ranked in the top two per cent of universities worldwide, and as a research leader, over 85 per cent of the University's assessed research is rated at 'World Standard' or above.

The University's strategic plan, Sustaining Success: 2021-2026, articulates the University's values and commitments of being or providing:

- Excellence guided by the principles of sustainability, equity, transformation and connectedness.

The University's clear mission is to create thriving communities by producing successful graduates and impactful research.

The mission is driven by four strong values:

1. Boldness
2. Integrity
3. Fairness
4. Excellence.

The Division of People and Advancement has restructured into four offices:

- People;
- Engagement and Advancement;
- Student Experience and Marketing; and
- Student and University Planning.



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The Office of Engagement and Advancement will work collaboratively with First Peoples, regional, national and international communities, peer universities, other tertiary education providers, and industry partners to leverage existing innovations and programs across the University and within our communities. This includes but is not limited to Western's Alpha Platform, The Academy, Western Sydney Creative, True Reward, Widening Participation, Philanthropy and Community Engagement.

The Office will ensure the University's transformation into an engaged campus network will be pursued in aid of the communities we serve, and the economic, social and environmental wellbeing of Greater Western Sydney.

### Position Purpose:

The Annual Giving Coordinator reports to the Annual Giving Manager as a member of the Annual Giving team within the Office of Advancement.

Under the leadership of the Executive Director, Advancement, the Office of Advancement leads and executes strategy to develop philanthropic fundraising revenue, engaging with various University stakeholders and fostering relationships for the University. It works to ensure that a strong culture of philanthropic giving advances Western's teaching, learning and research agendas.

The Office of Advancement is organised into the following teams:

- Development
- Annual Giving
- Stewardship and Donor Relations

The Annual Giving Coordinator will actively pursue, develop, manage, nurture and maintain relationships with current, lapsed and potential donors to ensure continued and increased support for the University's philanthropic programs.

The Annual Giving Coordinator is responsible for coordinating and delivering a number of programs as part of the Office of Advancement's annual giving strategy. This will include assisting in the planning and undertaking the coordination and delivery of multi-channel fundraising programs, using planned and coordinated database, direct-mail, online, digital and telephone marketing techniques.

### Dimensions:

<b>Number of direct reports:</b>	This position has no supervisory responsibility
<b>Titles of direct reports:</b>	N/A
<b>Number of indirect reports:</b>	There are no indirect reports to this position



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Major Responsibilities	Accountabilities
<ol style="list-style-type: none"> <li>1. In consultation with the Annual Giving Manager, coordinate annual giving programs including Giving Day; direct-marketing and telephone fundraising appeals; staff and workplace giving; prizes programs; and alumni/student/parents/friends giving programs.</li> <li>2. Coordinate, project manage and create or source engaging written and visual content for activities related to annual giving programs including direct mail campaigns, telephone appeal campaigns and digital/online/email-based solicitations.</li> <li>3. In consultation with the Annual Giving Manager, develop and execute strategies to acquire new donors and renew and upgrade their support annually.</li> <li>4. Work with the Student Experience and Marketing team to develop and execute marketing and communications strategies for annual giving programs.</li> <li>5. In consultation with the Annual Giving Manager assist in the development of procedures and protocols for the delivery of annual giving programs, including the annual giving calendar.</li> <li>6. Participate in the recruitment, training and supervision of casual staff engaged to assist in Annual Giving programs, such as telephone or multi-channel campaigns, events and days of giving.</li> <li>7. Respond to enquiries about giving and/or the University appeals from donors or prospective donors</li> </ol>	<ul style="list-style-type: none"> <li>• Annual Giving plans developed and agreed, and implemented.</li> <li>• Key Annual Giving programs such as Giving Day, direct mail, e-solicitation, telephone program and mid-level giving program identified, agreed and implemented.</li> <li>• Major gift and bequest donor prospects identified.</li> <li>• Marketing and communications plans developed, agreed and executed for programs.</li> <li>• Annual Giving processes in place for annual giving programs.</li> <li>• Casual staff recruited in line with University policy.</li> <li>• Casual staff well trained in Annual Giving Programs.</li> <li>• Enquiries responded to in a timely manner</li> </ul>



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<p>8. Assist with other activities, as required to meet team objectives and to ensure appropriate stewardship of donors.</p>	<ul style="list-style-type: none"> <li>Annual operational performance objectives established and achieved.</li> </ul>
<p><b>Relationship Management</b></p> <p>9. Build and maintain strong working relationships with Advancement staff, and work in consultation with them in the planning, coordination and delivery of Annual Giving programs.</p> <p>10. Build and maintain strong working relationships with key University stakeholders, including Schools, Deans and Directors in planning and coordinating annual giving programs.</p> <p>11. Liaise and manage relationship with suppliers in regard to seeking services and quotes.</p>	<ul style="list-style-type: none"> <li>Strong and effective relationships established with Office of Advancement staff and other key stakeholders.</li> <li>Strong and effective relationships established with University staff and other key stakeholders.</li> <li>Relationships managed effectively.</li> </ul>
<p><b>Data and Reporting</b></p> <p>12. Liaise with the Competitive Intelligence &amp; Analytics team to establish data specifications appropriate for each annual giving program. Check data provided for accuracy and matching of specifications.</p> <p>13. In consultation with the Annual Giving Manager, analyse outcomes of annual giving activities and prepare reports and analyses of Annual Giving activities undertaken.</p>	<ul style="list-style-type: none"> <li>Accurate and appropriate data specifications developed to meet the needs of each annual giving program.</li> <li>Reports prepared with detailed commentary as required.</li> </ul>



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<b>Work Health &amp; Safety Requirements</b>	<p>All staff are required to:</p> <ul style="list-style-type: none"> <li>• Take reasonable care for their own health &amp; safety</li> <li>• Take reasonable care for the health and safety of others including the implementation of risk control measures within their control</li> <li>• Comply with all reasonable instruction by the university</li> <li>• Participate in activities and programs designed to improve health and safety</li> <li>• Report potential hazards and incidents in the workplace</li> <li>• Notify their supervisor of any injuries or illness that occurs in their workplace</li> </ul>
<b>University Expectations</b>	<p>All staff are expected to:</p> <ul style="list-style-type: none"> <li>• Contribute to the efficient and effective functioning of their team or work unit in order to meet University objectives. This includes demonstrating appropriate and professional workplace behaviours in accordance with the Code of Conduct, providing assistance to team members if required and undertaking other key responsibilities or activities as directed by one's supervisors</li> <li>• Participate in the cyclical Career Planning Development Process, which includes an annual review of their performance against agreed operational and performance objectives set in MyCareer Online</li> <li>• Perform their responsibilities in a manner which reflects and responds to continuous improvement</li> <li>• Read, understand and comply with all University policies and procedures</li> <li>• Undertake risk management and actively support and participate in the risk management processes adopted by the University which include identifying, analysing and evaluating risk that may impact on the University</li> <li>• Work at and travel between other University campuses from time to time as may be required during the course of employment</li> <li>• Complete all mandatory training modules within the first six weeks of commencement with the University. Your supervisor will check to ensure compliance with this mandatory requirement</li> <li>• Demonstrate understanding of the principles of anti-discrimination, staff and student equity, work health and safety and other relevant legislation, and show the willingness and capacity to implement equal employment opportunity and work health and safety plans, policies and programs.</li> </ul>



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Key Relationships to Position	Purpose of Relationship
<b>Internal:</b>	
<ul style="list-style-type: none"> <li>Executive Director Advancement</li> </ul>	<ul style="list-style-type: none"> <li>Receive direction and advice, provide assistance</li> </ul>
<ul style="list-style-type: none"> <li>Annual Giving Manager</li> </ul>	<ul style="list-style-type: none"> <li>Receive direction and advice, to consult, to share information</li> </ul>
<ul style="list-style-type: none"> <li>Competitive Intelligence &amp; Analytics Team</li> </ul>	<ul style="list-style-type: none"> <li>Provide work direction and advice, share information, consult, confirm, clarify requests</li> </ul>
<ul style="list-style-type: none"> <li>Alumni &amp; Employer Collaborations and Partnerships Team (Office of People &amp; Success)</li> </ul>	<ul style="list-style-type: none"> <li>Share information, consult</li> </ul>
<ul style="list-style-type: none"> <li>Development Team</li> </ul>	<ul style="list-style-type: none"> <li>Consult, provide or seek advice</li> </ul>
<ul style="list-style-type: none"> <li>Senior staff of Advancement Office</li> </ul>	<ul style="list-style-type: none"> <li>Consult, provide or seek advice, provide assistance as requested</li> </ul>
<b>External:</b>	
<ul style="list-style-type: none"> <li>Suppliers – printers, mail houses, service providers, consultants</li> </ul>	<ul style="list-style-type: none"> <li>Liaise regarding annual giving activities, clarify and confirm information</li> </ul>
<ul style="list-style-type: none"> <li>Donors, alumni, friends, staff in relation to fundraising and workplace giving</li> </ul>	<ul style="list-style-type: none"> <li>Donor stewardship</li> </ul>

### Key Challenges of the Position:

- Due to the nature of a number of annual giving programs, such as telephone campaigns, the occupant may be required to work after-hours and on weekends on occasion.
- The occupant needs to keep up-to-date with knowledge and or skills in Annual Giving, Fundraising and Philanthropy. This includes benchmarking against best in industry as well as the higher education sector.

Delegations Exercised	Recommendations Expected
<ul style="list-style-type: none"> <li>This position does not hold formal delegations under the Delegations of Authority Policy.</li> </ul>	<ul style="list-style-type: none"> <li>Recommendations are made to the Annual Giving Manager regarding the strategic and day-to-day delivery of annual giving programs.</li> </ul>



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### Mandatory Training Requirements:

- WHS Online Modules: 1, 2,3 & 4
- Equal Opportunity Modules
- Privacy Management Online Modules
- Orientation Online Modules
- University Orientation Day (for new starters)
- TRIM
- Cyber Security at Western Sydney University
- Reducing the Transmission of COVID-19 at Work

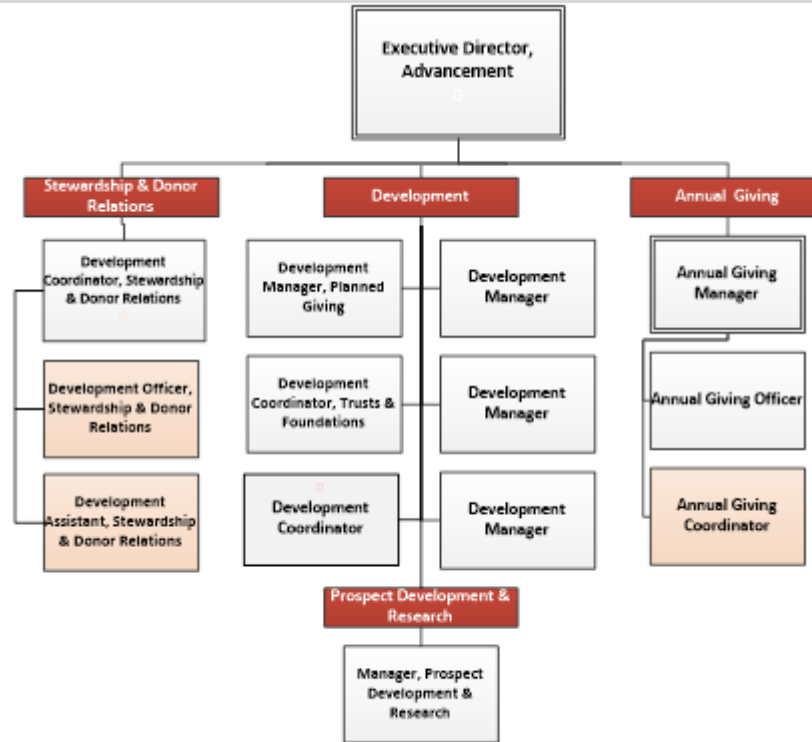
### Selection Criteria:

1. A degree qualification or an equivalent combination of relevant work experience and/or education and training.
2. Extensive experience in Annual Giving fundraising/ direct marketing/ direct response industry, including coordinating or otherwise playing a key role in delivering multi-channel integrated fundraising appeals, including telephone, online and social media campaigns.
3. Advanced written communication skills, including experience in preparing materials for print and electronic purposes, with the ability to engage audiences with creative and emotive content.
4. Proven commitment to client service and the key aspects of contemporary relationship management, ensuring a high degree of confidentiality and professionalism.
5. Demonstrated analytical, conceptual and problem solving skills including the ability to develop innovative approaches that lead to improved outcomes in the delivery of relationship and loyalty programs.
6. Demonstrated high level interpersonal and oral communication skills, including the ability to liaise with management, staff and external agencies and establish effective professional relationships with people at all levels and from diverse backgrounds.
7. Experience in the use of computer software, including Microsoft Office as well as CRM databases such as Raiser's Edge.
8. Demonstrated experience and proven organisational, planning, and project management skills.
9. Demonstrated ability to work as part of a team and to complete duties accurately and within deadlines, without close supervision.



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### Organisational Chart:



Position description approved by:

Date position description approved:

/   /

Position description last reviewed by: Senior HR Partner

Date position description last reviewed:

/   /