

SENIOR FUNDRAISING COORDINATOR

FUNDRAISING

CENTRAL OFFICE

At Anglicare Victoria our focus is on transforming the futures of children, young people, families and adults. Our work is based on three guiding pillars: Prevent, Protect and Empower.

We strive to create an environment where employees feel valued and rewarded.

At Anglicare Victoria we care about our employees in the same way that we care about our clients. We support and encourage our employees with a wide range of professional and personal opportunities to strengthen their overall well-being.

By living the Anglicare Victoria values and actively fostering fairness, equality, diversity and inclusion, our people make Anglicare Victoria a truly great place to work.



Position details

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| Position Title | Senior Fundraising Coordinator |
| Program | Fundraising |
| Engagement | Full Time |
| Hours per week | 38 |
| Duration | Ongoing |
| Fixed term end date | Not Applicable |
| Location | Collingwood |
| Reporting Relationship | This position reports to the Individual Giving and Database Manager |
| Effective date | May 2022 |

Overview of program

The Fundraising team is responsible for meeting income and donor acquisition targets at Anglicare Victoria; and providing best-practice donor care.

Anglicare Victoria has 4 multi-channel appeals a year, plus additional emergency and other appeals when required. This team is also responsible for managing the acquisition strategy, and when needed, adapting it in response to market developments.

Reporting to the Individual Giving and Database and Manager, the Senior Fundraising Coordinator plays a vital role in implementing direct marketing strategies to expand regular giving and direct mail programs. Enthusiastic, innovative and creative, you will be responsible for managing and growing direct marketing activities, regular giving, donor acquisition and retention.

Position Objectives

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| 1. | Maximise revenue from existing donors through appeals and the regular giving program |
| 2. | Plan and implement all appeals to meet income targets, and provide evaluation and recommendations for future activities |
| 3. | Provide timely, thoughtful and appropriate donor care to maximise retention |
| 4. | Plan and implement acquisition strategies to grow the donor base |

Key responsibilities

The key responsibilities include but are not limited to:

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| 1. | Develop and lead multichannel appeal marketing plans including creating compelling propositions and creative briefs that reflect the AV brand and strategic direction |
| 2. | Plan and implement the donor journey, including ongoing development of collateral as required |
| 3. | Work with the Digital Marketing Officer to develop content for appeal webpages and digital marketing activity |
| 4. | Work with the AV content team to coordinate and distribute the fundraising newsletter Imagine |
| 5. | Support the development and implementation of other activities as directed by the Individual Giving and Database and Manager |
| 6. | Ensure appeals are managed on time and within budget |
| 7. | Support donation processing as required |
| 8. | Work with internal and external suppliers |
| 9. | Ensure donor records are accurate and up to date |

Key Selection Criteria

What you are looking for in your successful applicant in terms of nonnegotiable qualifications or experience:

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|  <p>Role Specific</p> | Demonstrated experience in a similar role (two to four years) |
| | Demonstrated ability to manage competing demands and prioritise workflows, with experience in process and project coordination |
| | Experience managing successful end-to-end and ongoing multi-channel fundraising appeals |
| | Demonstrated ability to manage competing demands and prioritise workflows, with experience in process and project coordination. |
| | Experience in database entry |
| | Excellent stakeholder management skills and capacity to liaise effectively with people at all levels of an organisation as well as external suppliers |
| | Demonstrated ability to take initiative and work independently, as well as within a team |
| | Preferred - experience working with Raiser's Edge NXT and knowledge of Autopilot or similar platform |

Child Safety

AV is committed to protecting children and young people from all forms of harm and abuse. As an employee you are required to report any concerns raised by, or on behalf of, children and young people in accordance with mandatory reporting, reportable conduct and incident management procedures. Everyone at AV has a role to play in keeping children and young people safe.

Occupational Health & Safety (OHS)

Anglicare Victoria is committed to ensuring the health and safety of its employees and any other individuals present in our workplaces.

In achieving and maintaining workplace health and safety, Anglicare Victoria will apply best practice in OHS in accordance with statutory obligations at all times.

All Anglicare Victoria employees, contractors and volunteers are required to:

- take reasonable care for their own health and safety and for that of others in the workplace by working in accordance with legislative requirements and the company's OHS policies and procedures
- take reasonable care their actions or omissions do not adversely affect the health and safety of themselves and others
- cooperate with any reasonable directions, policies and procedures relating to health and safety in the workplace
- report all injuries, illness or 'near misses' to their Supervisor or Manager
- participate in relevant health and safety training based on roles and responsibilities
- as required, participate in the development and implementation of specific OHS hazard and risk management strategies

In addition to the above, positions with supervision or management responsibility are required to ensure a safe and healthy work environment for all employees, clients, contractors and visitors. This can be achieved by ensuring all people are aware of and have access to OHS policies, procedures, training and reporting systems.

Cultural Safety in the Workplace

Anglicare Victoria recognises the important and unique contribution Aboriginal and Torres Strait Islander employees make by bringing their unique skills, knowledge and experience to the workplace. They also contribute important insight into how Anglicare Victoria can provide for and engage with Indigenous clients and communities more effectively.

Our Reconciliation Action Plan (RAP) and Workforce Strategy outlines Anglicare Victoria's commitment to leading and facilitating sustainable employment, training, retention and career development opportunities for Aboriginal and Torres Strait Islanders people.

Conditions of employment

- All offers of employment at Anglicare Victoria are subject to a six month probationary period. The staff member will be asked to participate in an annual performance review linked to objectives set out for the position.
- All offers of employment are subject to a satisfactory Criminal History Check and an Employment Working with Children Check prior to commencement.
- In line with Anglicare Victoria's Covid 19 Vaccination Policy all staff, students and volunteers are required to provide evidence of full vaccination against Covid-19 or provide a valid medical exemption. This requirement may be amended from time to time in line with Anglicare Victoria Policy or as directed by Chief Health Officer.

Acceptance of Position Description requirements

To be signed upon appointment

Employee

Name: _____

Signature: _____

Date: _____