

SENIOR FUNDRAISING COORDINATOR COMMUNITY RELATIONS GROUP COLLINGWOOD

At Anglicare Victoria, we create opportunities to transform futures. Everything we do is to prevent, protect & empower disadvantaged Victorian children, young people and families.

Over the last five years, Anglicare Victoria has undergone a period of rapid growth, developing new and evidence-based programs, providing out of home care services for young people, and last year launching Australia's largest social impact bond. This approach was recognised with a listing as one of the *Australian Financial Review's* top 100 most innovative companies in 2018.

Anglicare Victoria is currently seeking an experienced Senior Fundraising Coordinator to join our Community Relations Group.

Reporting to the Database and Direct Marketing Manager, the Senior Fundraising Coordinator will play a vital role in implementing direct marketing strategies to expand its regular giving and direct mail programs. Enthusiastic, innovative and creative, you will be responsible for managing and growing regular giving, donor acquisition and direct marketing activities. We are looking for a colleague who is strategic thinker and results-orientated.



Position details

- **Located at Central Office in Collingwood**
- **Permanent, five days a week role**
- **Generous salary packaging benefits**

Position Objectives

1.	Maximise short and long-term revenue from existing donors through appeals and the regular giving program to broaden sources of financial support.
2.	Plan, implement and evaluate fundraising appeals, and enhance donor relationships within budget.
3.	Develop and execute new regular giving strategy.
4.	Growing the donor base through recruitment and retention.

Key responsibilities

The key responsibilities are as follows but are not limited to:

1.	Refresh and manage a regular giving strategy, including monitoring of results, briefing and liaising with agencies.
2.	Coordinate and manage direct marketing activities. This includes determining appeal themes, creative briefs, liaising with suppliers. Coordinating the associated newsletter "Imagine".
3.	Responsible for developing new strategies to attract new supporters and maximise giving from current donors.
4.	Work closely with the Fundraising colleagues to optimise existing regular giving products and develop new ones.
5.	Report on and conduct analysis to drive growth within appeals and regular giving.
6.	Ensure fundraising section on website is up-to-date for appeals and identify and execute further improvements across website and social media channels.
7.	Database updating.

Key Selection Criteria

The Key Selection Criteria are based on role-specific requirements **and** the Anglicare Victoria Capability Framework. Applicants are required to provide a written response to **both** a) and b).

a) Role-specific requirements

Applicants are required to provide a written response to the role specific requirements. Each of the role specific criteria are to be addressed individually (no more than two pages in total).

	1. Tertiary qualifications in marketing will be highly regarded. Experience in working with databases (Raiser's Edge and Online Express) will be desirable
	2. Demonstrated experience in fundraising team for 2+ years
	3. Regular giving experience will be highly regarded
	4. Excellent written and verbal communication skills and attention to detail
	5. Resilient, results-oriented and proactive, you will enjoy managing and prioritising multiple tasks and goals
	6. Experience in digital fundraising will be highly regarded

Key Selection Criteria (continued)

b) Anglicare Victoria Capability Framework

Applicants are required to provide a written response to the Anglicare Victoria Capability Framework. Applicants are to describe how they demonstrate the characteristics in each of the two nominated capability groups; **Personal Qualities** and **Relationship and Outcomes** (no more than 1 page in total).

The Anglicare Victoria Capability Framework describes the capabilities required to meet the expectations of clients, colleagues and communities in today's changing environment.

These capabilities work together to provide an understanding of the knowledge, skills and abilities required of all employees.

Personal Qualities



Displays Resilience

Thrives in a changing environment. Handles ambiguity.

Maintains a positive attitude and continues to deliver exceptional results in the face of challenging situations.

Has a learning mindset

Shows drive and motivation and a commitment to learning. Strives for continual improvement by looking for ways to challenge and develop.

Brings an innovative approach, fresh thinking and curiosity to develop practical solutions.

Shows cultural awareness

Respects difference in all its forms.

Values diversity as a strength and positively utilises diversity.

Relationships and Outcomes



Puts clients first

Acts to make a real difference in their work.

Is passionate about providing exceptional service to clients, customers and end-users.

Works collaboratively

Collaborates with others and values their contribution. Skilled at building strong and authentic relationships.

Demonstrates technical and professional acumen

Creates distinctive value for clients and Anglicare Victoria by applying a range of technical and professional capabilities to deliver quality outcomes.

Leading People



Manages, coaches and develops people

Engages, motivates employees and volunteers to develop their capability and potential.

Inspires direction and purpose

Creates a positive and engaged team environment.

Communicates goals, priorities and vision and recognise achievements.

Leads change

Leads, supports, promotes and champions change, and assist others to engage with change.

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

- An attractive remuneration package will be negotiated with the successful applicant. Salary Packaging is offered with this position.
- 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, a current Driver's License and Employment Working with Children Check prior to commencement.

Acceptance of Position Description requirements

To be signed upon appointment

Employee

Name:

Signature:

Date:
