

## POSITION DESCRIPTION

**POSITION:** Community Fundraising Executive

**DATE:** June 2021

**LOCATION:** Sydney

**REPORTS TO:** Manager – Fundraising and Business Development

**REPORTS TO ME:** Hair with Heart Coordinator

## ROLE OVERVIEW

This role is responsible for the delivery of donor engagement across Variety NSW/ACT with specific focus on the Hair with Heart Program and Individual Giving campaigns. The Community Fundraising Executive will be responsible for stewarding existing donors and acquiring new community fundraisers to ensure they are connected to the cause. This position reports into the fundraising team but collaborates extensively with marketing. It is anticipated that this role will establish best practice donor management principles and build on the success of the existing campaigns. The role will also support the Manager – Fundraising and Business Development implement a growth strategy aimed at acquiring, connecting, and upgrading existing donors and fundraisers, building VNSW individual giving and community fundraising campaign revenue. Annual KPI's for this role will be agreed linked to the Strategic Plan, the Budget and the Principal Accountabilities below.

## PRINCIPAL ACCOUNTABILITIES

Values and Behaviours	<ul style="list-style-type: none"> <li>▪ Demonstrate the values of equality, community, action and joy in all interactions internally and externally</li> <li>▪ Fulfil the role in line with the agreed behaviours that deliver on our values</li> </ul>
Research and Planning	<ul style="list-style-type: none"> <li>▪ Progress donor communications and build out onboarding program for donors, including P2P, regular giving and major donors</li> <li>▪ Developing a fundraising strategy and program plan for HWH, including operational and process improvements, marketing and communications plan (including website), and fundraiser support</li> <li>▪ Develop plans for new and existing individual giving campaigns, including EOFY and Christmas</li> <li>▪ Initiate regular analysis and reporting to monitor and evaluate performance, ensuring Donor Engagement and Individual Giving</li> </ul>

	strategies are continuously improving and aligned with industry best practice
Project / Program Delivery	<ul style="list-style-type: none"> <li>▪ Implementation of fundraising plans across individual giving and Hair with Heart campaigns</li> <li>▪ Collaborate with the Marketing &amp; Communications team on donor engagement projects, including website, digital ads</li> <li>▪ Work with the peer-to-peer platform to ensure fundraising campaigns are optimised and continually progressing</li> <li>▪ Champion CRM internally and work with Blackbaud to ensure adoption and usage is optimised</li> <li>▪ Manage external agencies and internal resources to deliver appeal campaigns throughout the year, including campaign reporting</li> <li>▪ Nurture and develop major donor relationships</li> </ul>
Organisation, time management and planning	<ul style="list-style-type: none"> <li>▪ To be responsible for planning weekly work schedule</li> <li>▪ To manage priorities in line with organisations needs</li> <li>▪ To support organisations planning for future campaigns and appeals</li> <li>▪ To support future planning for donor engagement projects across the organisation</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>▪ Collaborate with Marketing to develop onboarding communications for individual donors, and</li> <li>▪ Overseeing communication and support of donors and fundraisers by Fundraising Coordinator (including onboarding emails, phone calls, as well as responding to enquiries and management of data in Big Red)</li> </ul>
Professional Development	<ul style="list-style-type: none"> <li>▪ To keep informed and educated on industry best practice for marketing, campaigns, peer to peer and digital fundraising</li> <li>▪ To look for opportunities for additional on the job, formal and informal learning</li> </ul>

## KEY SKILLS and COMPETENCIES REQUIRED

- Passion for making a difference to Aussie kids and their families
- Develop and build donor journeys that retain and engage supporters
- Capacity to build relationships and community engagement to grow revenue
- Expertise in peer to peer fundraising and individual giving practices
- Technical skills in peer to peer fundraising platforms
- Champion adoption of CRM across organisation, including improvements and innovations
- Create financial reports and analyse data
- Communicate effectively and work cross-functionally
- Collaborative in working practices across Variety nationally

## Hard Skills

- CRMs (ideally Raisers Edge), including data analysis and reporting
- Email and automation platforms
- CMS (ideally wordpress, Funraisin)
- Strong excel skills