



Position Description

Fundraising Officer

Reports to: Fundraising Manager, and Appeals & Future Planning Manager

Direct Reports: Volunteers as required

Level: CORP & SERV SUPPORT 4 - NDS Capability Framework

Date Prepared: May 2018

Context and Purpose

The Fundraising Officer plays an integral role in the success of our services and the achievement of our Vision, Mission and organisational objectives. They do this by delivering upon the Fundraising Team's Purpose: ***To inspire and involve Australians to help people with a disability live a great life, not an ordinary one.*** This support comes in many forms, and this role is primarily involved in generating fundraising through gifts in Wills, donations, participation in supportive activities, group volunteering and corporate partnerships.

They recognise the right of people with disabilities to inclusion, participation and self-determination. Their personal values align with those of House with No Steps (HWNS) and this is demonstrated in their work on a daily basis.

The position supports Fundraising functions by working collaboratively with the team (staff and volunteers) to achieve KPI's on all Future Planning, Corporate Volunteering, Community Fundraising and Appeal activities.

Primary Objectives and Key Accountabilities

General:

- Contribute to raising the profile of fundraising internally through internal communication about the need for fundraising and the impact of donations, and share success stories with the team (and with the Board via the regular Management Reports)
- Seek ongoing training, especially in fundraising best practice
- Foster an attitude of continuous improvement and innovation – especially in donor propositions, journey, channels and agency management
- Work to break down the silos within Fundraising and develop a pipeline mentality
- Empower our volunteers by delegation of meaningful tasks
- Focus on profitability; Seek expense efficiencies as appropriate. Record and control all expenses. Regularly monitor results and prepare post-project evaluation reports
- Upload approved invoices to workplace payment system (WPR)
- Assist with other ad hoc Fundraising activities as required

Future Planning:

- Attend to Future Planning Program needs in partnership with Appeals & Future Planning Manager
- Maintain the 2-year Future Planning Communications Plan and activity log
- Help with the execution of multi-channel multi-touchpoint marketing program
- Actively participate in the pathway to supporter satisfaction and engagement, demonstrating the essence of customer care in all areas
- Produce receipts and acknowledgement letters, as per procedure, in a timely manner
- Process supporter surveys
- Keep The Raiser's Edge (RE) database up-to-date with information on category prospects; process gifts/donations into Raisers Edge and Bequests received
- Provide accurate reporting on all areas of the Future Planning Program and assist with the ongoing evaluation of the Future Planning portfolio of activities
- Coordinate Future Planning events at head office and regionally

Community Fundraising, Corporate Volunteering, Partnerships, and Workplace giving:

- Manage *For Fitness Sake* virtual event with Fundraising Manager and Agency (Elevate) including: Understand and improve on relatively new 'Funraisin' delivery platform. Improve marketing of the event and specific 'case for support'. Increase participant fundraising (% penetration and amount raised). Monitor results and seek further improvements to net profit from the event
- Continue to respond to, and accommodate wherever possible, requests for group volunteering opportunities
- Develop and manage processes to optimise collection of individual volunteer's details for all group volunteers, with a view to developing an ongoing relationship intended to generate further support – ideally financial
- Develop and manage plans to maximise our Workplace Giving (WPG) portfolio, especially leading from our corporate volunteers and partners
- After cementing above processes, look to market our group volunteering and WPG activities
- Work with Fundraising Manager to lock-in financially beneficial corporate partnerships
- Focus on efficient and effective Community Fundraising (CFR) activities that return a positive ROI, including working with community fundraisers to maximise profit
- Develop and implement processes to optimise CFR activities, including approaches from within and external to HWNS
- Produce a CFR 'shopping list' to make it easy for supporters to fundraise on behalf of HWNS, and take this into the digital space
- Update website and external CFR platforms to maximise fundraising activities
- After cementing above processes, look to promote CFR to increase activity and funds raised
- Involvement in budget setting, with a focus on profitability/ROI

Appeals; work with Appeals & Future Planning Manager to introduce industry best practice to:

- Optimise Appeals to lift revenue (including personalisation, urgency of need, tailored ask strategy etc)
- Tightly manage expenses to maximise net profit, especially for shoulder appeals
- Build internal relationships to best source stories for Appeals and other fundraising activities
- Report donor impact to supporters

- Maintain acquisition focus during major appeals
- Explore multi-channel campaigns
- Review and optimise all Appeal touchpoints
- Optimise donation form, including PayPal, and communication of donation impact
- Investigate how to optimise mid-value (MV) and high-value (HV) giving

Working relationships:

- Internal: Fundraising Manager, Appeals & Future Planning Manager, Fundraising Team, Marketing and Community Team, Support Services, Businesses including supported employees, relevant shared services teams
- External: Supporters, Bequestors and prospects, Corporates and groups, 3rd party fundraisers, Event participants, Suppliers/Contractors/Agencies, HWNS customers and their families

Knowledge, skills, experience and values required

1. A self-motivated and committed professional, with a positive 'can-do' attitude and a genuinely inclusive collaborative approach
2. Well-developed people skills, including the ability to work cooperatively with other team members including supported employees
3. Demonstrated excellent communication skills including ability to present to, inspire and motivate others
4. Excellent organisation, time management and financial skills, and a strong attention to detail
5. Confident working with a high level of autonomy, reporting and delivering on budget, while also comfortable working to managerial directive
6. Ability to develop and maintain strong relationships with internal and external stakeholders to achieve organisational outcomes
7. Clear understanding of the importance of customer service/ donor stewardship
8. Sensitivity to the issues associated with the provision of human services in the non-government/'for purpose' sector
9. Ability to show initiative and achieve objectives
10. Strong Microsoft Office Skills (including Word, Excel and PowerPoint)
11. Experience working with a CRM/ supporter database (preferably Raiser's Edge)
12. Adherence to HWNS Code of Conduct at all times
13. A relevant tertiary qualification and/or equivalent experience

Desirable

14. Experience in the fundraising industry, including sound knowledge of fundraising practices that maximise results – especially in the areas of community fundraising and direct marketing
15. Experience dealing with people with a disability
16. Current driver's license

Signed: _____

Date: _____

Print Name: _____

