

POSITION DESCRIPTION

Position Title	Fundraising Coordinator - Regular Giving		
Location	Richmond, Victoria		
Reports to	Fundraising Manager	Employment	Full time
Department	Marketing and Fundraising	Direct Reports	One
Position Purpose:	The Fundraising Coordinator - Regular Giving will be responsible for all regular giving acquisition & retention campaigns including the day to day coordination of a growing F2F fundraising program.		
Position Tasks and Responsibilities	<ul style="list-style-type: none"> • Work closely with the Fundraising Manager to deliver a diversified and robust RG acquisition program. • Manage and grow the regular giving program by running and overseeing multiple regular giving campaigns, ensuring all KPIs are met. • Deliver tailored regular giving supporter journeys aligned with channel and type of recruitment, testing and reviewing journeys and adapting for best results. • Develop and maintain strong relationships with service providers to ensure integrity of programs and fulfilment of contracts and service agreements. • Develop, order and track materials that assist with acquisition and retention of supporters including welcome packs, merchandise etc. • Deliver phone based programs as part of a best practice retention strategy. • Coordinate regular 'mystery shops' to ensure quality and consistency of donor recruitment. • Participate in quarterly training sessions for new F2F fundraisers to ensure RFDS messaging remains consistent. • Manage, mentor and train the Fundraising Administrator and work closely to deliver the regular giving program. • Identify and manage risks utilising internal risk management software to record and report on risk and complaints resolution. • Work with the Data & Insights team to ensure all data procedures are of a high standard and data requirement deadlines are met. • Work with the Data & Insights team to provide timely, high quality reporting of results against program objectives for operational management, ELT and Board as requested. • Engage with the PFRA on initiatives as required and maintain an understanding of trends in the F2F industry. • Planning, input and year round monitoring of budgets and expenditure to achieve sustainable ROI. • Assist with processing of regular gifts, updates, cancellations, answering Fundraising Hotline calls and general day-to-day enquiries' when required. 		

	<ul style="list-style-type: none">Support the delivery of RFDS events as required.											
Working Relationships:	<p>External</p> <ul style="list-style-type: none">Donors, F2F fundraisers, Members of publicF2F suppliers and contractorsFundraising agencies and other suppliers <p>Internal</p> <ul style="list-style-type: none">Fundraising Administrator – Regular Giving & DataRFDS VIC Marketing and Fundraising team membersRFDS VIC ManagementRFDS VIC Finance teamRFDS VIC Richmond office volunteersRFDS VIC interstate colleagues											
Key Performance Indicators:	<table><tr><th>KPI</th><th>Measure</th></tr><tr><td>Regular Giving</td><td>Coordinate regular giving fundraising campaigns to acquire a new cohort of supporters. Deliver, review and enhance regular giving supporter journeys to retain cohort of supporters.</td></tr><tr><td>Stakeholder Relations</td><td>Engage and work with a variety of stakeholders including supporters, staff and external suppliers. Manage, mentor and train Fundraising Administrator(s) and work closely to deliver the regular giving program.</td></tr><tr><td>Team contribution and organisational culture</td><td>Actively contribute to a collaborative team and organisational culture through full participation in meetings, events and organisational projects.</td></tr><tr><td>Financial management & reporting</td><td>Maintain a high level of record keeping and report on fundraising activities utilising RFDS CRM Raiser’s Edge and Raiser’s Edge NXT to track and manage engagements, income and reports. Responsibly manage budget, reporting each month on budget accountabilities.</td></tr></table>		KPI	Measure	Regular Giving	Coordinate regular giving fundraising campaigns to acquire a new cohort of supporters. Deliver, review and enhance regular giving supporter journeys to retain cohort of supporters.	Stakeholder Relations	Engage and work with a variety of stakeholders including supporters, staff and external suppliers. Manage, mentor and train Fundraising Administrator(s) and work closely to deliver the regular giving program.	Team contribution and organisational culture	Actively contribute to a collaborative team and organisational culture through full participation in meetings, events and organisational projects.	Financial management & reporting	Maintain a high level of record keeping and report on fundraising activities utilising RFDS CRM Raiser’s Edge and Raiser’s Edge NXT to track and manage engagements, income and reports. Responsibly manage budget, reporting each month on budget accountabilities.
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Qualifications and Experience:	<ol style="list-style-type: none">Tertiary qualification or appropriate qualification (Bachelor Degree in Communications, Business, Fundraising, Marketing or Public Relations) (Desirable).Minimum 2 years’ relevant experience working in fundraising, marketing, project management or administration.											

	<p>3. Prior experience that demonstrates an understanding of not-for-profit sector drivers and communications.</p>
<p>Skills, knowledge, mandatory requirements and competencies</p>	<ul style="list-style-type: none"> • Experience in a similar role or working in a not-for-profit environment. • Project management to effectively run the regular giving program including ability to manage, monitor and track program outcomes against KPIs. • Displays strong organisational skills, with the ability to prioritise, multi-task and meet deadlines. • Display strong attention to detail when completing tasks. • Goal orientated with excellent interpersonal and negotiation skills and devoted customer/stakeholder/donor focus. • Ability to operate as a flexible team member and contribute towards team and organisational goals. • Strong work ethic, working with energy, initiative and commitment.