

Regular Giving Coordinator

Position Level	Team Member	Department	Fundraising
Location	Adelaide	Direct/Indirect Reports	Nil
Reports to	Team Leader, Digital and Direct Fundraising		

■ Position Level Descriptor

An individual at the Team Member level is accountable for their own performance and contributes to team performance. People at the Team Member level do not have any people reporting to them on a day to day basis.

■ Position Summary

The role of the Regular Giving Coordinator is to support the Team Leader, Digital and Direct Fundraising to create, prepare and implement Regular Giving and Direct Fundraising strategies and operational business plans to deliver on the organisation's strategic objectives.

■ Key Relationships

- This position reports to the Team Leader, Digital and Direct Fundraising.
- This position works closely with the Team Leader, Digital and Direct Fundraising, and the Supporter Engagement Coordinator.
- There are no staff reporting to this position, although there may be some indirect staff and volunteer supervision required.

■ Position Responsibilities

Fundraising

- Effectively implement the organisation's Regular Giving and Direct Fundraising business plans including;
 - Copywriting,
 - Coordination of design, print and distribution of communications,
 - Coordination of photography and video, and
 - Coordination and reporting of telefundraising activities.
- Take the lead in coordinating the annual Puppy Graduation event
- Develop and implement fundraising activities that encourage the general public to support Guide Dogs SA/NT.

- In conjunction with the Team Leader, Digital and Direct Fundraising, make decisions and recommendations for the Regular Giving and Direct Fundraising campaigns.
- Identify opportunities to grow Regular Giving and Direct Fundraising through new channels.
- Develop and maintain the Puppy Sponsorship donor engagement program at Guide Dogs SA/NT.
- Develop and maintain Direct Fundraising (eDM, Direct Mail, SMS and other acquisition tools).
- Collaborate with Dog Services team, Client Services team, Marketing team, and external suppliers in the development of suitable marketing material that engages donors.
- Liaising with the Team Leader, Digital and Direct Fundraising, ensure that training of suppliers and the development and management of collateral is completed within desired time frames.
- In collaboration with the Team Leader, Digital and Direct Fundraising, Dog Services team, Client Services team and the Fundraising team, produce video content that engages donors and assists other areas of the organisation in achieving outcomes for the business.
- Support the Team Leader, Digital and Direct Fundraising and the General Manager – Fundraising, Marketing and Communications with organisational fundraising activities as requested.
- Act as secondary point of contact to answer incoming fundraising phone calls, respond to emails and make database updates as necessary - first point of contact for supporter queries and donations between 3 – 5pm each day.
- Assist with administration of annual merchandise campaign and other activities as directed by Team Leader, Digital and Direct Fundraising.

Systems and Processes

- Ensure all fundraising activities support organisational values.
- Initiate and be actively involved in continuous improvement initiatives.
- Seek learning opportunities to develop and maintain own professional development.

WHS

As an employee of GDSA/NT, you shall take reasonable steps to:

- Ensure the health and safety of yourself and others at all times;
- Comply with all GDSA/NT policies, procedures and reasonable instructions as advised, and;
- Participate in, and contribute to, all health and safety:
 - training;
 - forums for consultation;
 - risk assessments;
 - inspections and/or audits;

- investigations, and/or;
- other related activities, as advised.
- Report hazards, incidents and near misses to your Leader as soon as practicable, and within 24 hours, and;
- Demonstrate a commitment to fostering a positive, proactive work culture, particularly in relation to health and safety management.

■ Position Selection Criteria

Technical Competencies

- Demonstrated experience in marketing and/or fundraising practices - essential.
- Exceptional corporate written and interpersonal communication skills - essential.
- Proven experience managing the production of marketing materials from design through to print and distribution- highly desirable.
- Experience with supporter engagement strategies - desirable.
- Experience in the development of marketing and/or fundraising plans - desirable.
- Skills in software relevant to the area of practice - desirable.
- Experience in a not-for-profit environment would be well regarded - desirable.
- Skills in photography, videography and basic editing – desirable.

General Competencies

- Highly self-motivated with the drive to succeed.
- The ability to establish credibility and effectively network with internal and external clients and key industry contacts.
- Ability to prioritise workload, manage multiple projects and meet set timelines within budget constraints.
- Ability to be creative, innovative, flexible, and readily accommodate change.
- Ability to apply analytical and problem solving skills.

Qualifications/Licenses

- Tertiary qualifications or relevant industry experience in Marketing / Communications – or a related discipline (or currently completing) - highly desirable.
- Holds an unencumbered Australian drivers license – essential.

■ General Conditions

All Guide Dogs staff and volunteers are required to:

- Act at all times in accordance with the Code of Conduct.
- Comply with the Work Health and Safety management system.

- Undertake a police check prior to commencement and every 3 years thereafter.
- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements, where required.
- Adhere to the Values of Guide Dogs Association of SA/NT Inc. which are converted into the below behaviours and assessed on an ongoing informal basis, and formally through the Professional Development Plan process.
- Guide Dogs SA/NT is a smoke free workplace. This includes buildings, vehicles and events.

Accepted by Employee:

_____/_____/_____
Signature Print Name

Approved by Manager

_____/_____/_____
Signature

■ Guide Dogs Association of SA/NT Inc. - Values

Achievement | Delivering outcomes

- Delivering our services to the highest possible standard
- Delivering results that have value for customers
- Delivering on time as promised
- Recognising and celebrating achievements
- Holding ourselves accountable.

Collaboration | Actively engaging with others

- Working together to achieve our goals
- Working in partnership with other teams
- Seeking the input of others in matters that impact them
- Sharing our expertise and knowledge freely
- Actively listening to others.

Integrity | Ethical, honest and respectful

- Respecting the uniqueness of individuals
- Transparent in our communication
- Acting in the best interests of customers
- Doing what we say we will do
- Non-judgemental in our dealings with others.

Fun | Creating an energetic, enjoyable place for ourselves and others

- Showing enthusiasm for what we do
- Balancing life and work
- Contributing to a vibrant working environment
- Supporting and encouraging one another
- Creating opportunities for celebration and camaraderie.

Innovation | Forward thinking

- Open to new ideas
- Solutions-focused
- Taking responsibility for developing ourselves
- Proactively seeking new ways to create value for customers and the organisation
- Continually looking for ways to improve our services
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