

## Position Description

<b>Position Title:</b>	<b>Community Fundraising Coordinator (QLD)</b>		
<b>Direct Report:</b>	Community Fundraising & Events Manager		
<b>Business Unit:</b>	Marketing, Fundraising & Communications		
<b>Incumbent:</b>		<b>Date Effective:</b>	14 Feb 2019
<b>Status:</b>	Permanent	<b>FTE</b>	1.0

### OVERVIEW

The position is responsible for growing Kidney Health Australia's (KHA) community fundraising program under the direction of the Community Fundraising & Events Manager, by building relationships with a network of fundraising supporters including individuals, businesses, community groups and clubs and encouraging them to participate in KHA fundraising initiatives. The Community Fundraising Coordinator is responsible for supporting the Community Fundraising & Events Manager in delivering Kidney Health Australia's signature campaigns such as the Big Red Kidney Walk, Kar Rally and Kidney Awareness week, this in turn will help drive the growth of Kidney Health Australia's fundraising and awareness campaigns.

Working closely with the Community Fundraising & Events Manager to identify fundraising opportunities that deliver revenue growth and a high return on investment for Kidney Health Australia, the Community Fundraising Coordinator will be responsible for providing support to and developing relationships with both community fundraising activity and events nationally through:

- Growing and nurturing relationships with a diverse group of stakeholders
- Implementing a diversified community fundraising strategy
- Generating revenue nationally through community fundraising & KHA driven campaigns achieving annual income targets
- Leading community fundraisers towards strategic goals
- Providing fundraising toolkits and communications collateral to support community fundraisers
- CRM database management

### DUTIES & RESPONSIBILITIES

<b>Community Fundraising (General)</b>
<ul style="list-style-type: none"> <li>• Assist the Community Fundraising &amp; Events (CF&amp;E) Manager in implementing KHA's community fundraising strategy aimed to increase revenue and expand its reach.</li> <li>• Assist with community fundraising enquiries.</li> <li>• Develop and maintain relationships with community fundraisers to ensure they are supported throughout their fundraising activities. Provide KHA fundraising guidelines, making sure fundraisers adhere to best practice fundraising policies. This can include assisting with operational requirements eg insurance, legislative, reporting and volunteer support</li> <li>• Coordinate smaller national fundraising projects leading to donations and increased kidney health awareness such as Lions club Bus and Transplant House campaigns. Create, implement and monitor community fundraising campaigns as directed by the Community Fundraising &amp; Events Manager.</li> </ul>

<ul style="list-style-type: none"> <li>• Write and send thank you notes / certificate of appreciation to community fundraisers</li> <li>• Attend community fundraising events as appropriate</li> </ul>
<p><b>Community Fundraising (Peer to Peer)</b></p> <ul style="list-style-type: none"> <li>• Maintain/update third-party fundraising platforms such as Everyday Hero, Go Fundraise, MyCause, etc.</li> <li>• Maintain and update community fundraising section of KHA website</li> <li>• Assist with project managing third-party community fundraising events such as City2Surf and Run Melbourne (nationally). Coordinate KHA's involvement including recruitment and engagement of participants and event planning to achieve set objectives. Integrate learning from the Walk fundraising journey into community fundraising communications plans.</li> <li>• Identify opportunities to grow KHA's portfolio of events and profile within the challenge events space and build proposals in line with KHA's fundraising strategy.</li> </ul>
<p><b>Campaign and Event Support</b></p> <ul style="list-style-type: none"> <li>• Support the development and management of all CF&amp;E programs to recruit, activate, engage and retain community fundraisers and cross promote other ways they can support KHA.</li> <li>• End-to-end campaign support for DIY and OYW Big Red Kidney Walk participants. Manage the registration process and automated communications fundraising journey for these participants.</li> <li>• Assist with the development of community fundraising collateral for Kidney Health Week. Maintain relationship with hosts to ensure they feel supported during their fundraising activities.</li> <li>• Support other major fundraising project and campaigns.</li> </ul>
<p><b>Relationship Management</b></p> <ul style="list-style-type: none"> <li>• Recruit, Manager and support fundraisers within the community, helping them to achieve their fundraising potential to meet income targets.</li> <li>• Identify key supporters to develop and nurture, ensuring long term, repeat support of Kidney Health Australia</li> <li>• Update and maintain records on CRM</li> <li>• Manage relationship with consultants and third party suppliers</li> <li>• Promote and facilitate In Memoriam / In Celebration donations</li> </ul>
<p><b>Administration</b></p> <ul style="list-style-type: none"> <li>• Provide Administration support across all CF&amp;E including BRKW &amp; the Kar Rally for donation tins, fundraising authority letters</li> <li>• Manage the CR&amp;E authority to fundraise log of all outcomes approvals to community fundraisers (including the KHW and the Kar Rally)</li> </ul>
<p><b>Reporting, evaluation and accountability (5%)</b></p> <ul style="list-style-type: none"> <li>• Work with Events &amp; Community Fundraising Manager to develop an annual Operational Plan for community fundraising programs and provide input into the overall initiatives annual budget. Execute community fundraising program within agreed budgets and evaluate the ROI effectiveness</li> </ul>

- Monitor the impact of all community fundraising activities against the KHA framework and prepare and analyse data for monthly reports.
- Work with Donor Care team on financial reconciliation. Provide relevant reports from third party platforms to Donor Care for CRM.
- Monthly analysis data and other statistical information to forecast project income and develop community fundraising calendar of budget activities.
- Provide monthly updates and monitor performance tracking against the expected YTD figures
- Conduct continual review for all activities, detailing success, problems and suggested improvements to implement for future activities
- Maintain up-to-date knowledge on latest research and opportunities that exists for community fundraising relevant to the role.
- Maintain accurate CRM records with information relevant for the fundraiser.

#### **Internal Reporting & Communication**

- Provide ongoing updates to Community Fundraising & Events Manager
- Liaise with Community Engagement staff in each state to maximise KHA presence at community fundraising activities as appropriate
- Participate in fortnightly MF&C team meetings

### **QUALIFICATIONS & EXPERIENCE**

#### **Essential**

- Experience working in a fundraising or trust and philanthropic environment
- Administrative qualifications or experience
- Member of FIA and adherence to professional Code of Ethics

#### **Desired**

- Tertiary qualifications in fundraising, marketing or related field
- Knowledge or understanding of kidney disease
- Experience working within a not-for-profit environment
- Train the trainer qualifications

### **KNOWLEDGE, SKILLS & ABILITIES**

- Demonstrated interpersonal skills
- Demonstrated ability to build relationships and networks
- Demonstrated ability to collaborate and mobilise staff or volunteers both face-to-face and remotely towards a common goal
- High-level oral and written communication skills
- Demonstrated ability to problem solve
- Excellent presentation skills
- Demonstrated ability to manage simultaneous projects
- Demonstrated ability to work autonomously and with remote supervision
- Demonstrated effective organisational , time and program budget management skills

- High level of accuracy
- Intermediate to advanced MS office skills, including MS Word, MS Excel and MS PowerPoint.
- A valid driver's license and car is an advantage (compensation for travel/kilometres)

*Declaration:*

This section verifies that the position holder and supervisor have read the above position description and are satisfied that it accurately describes the position.

**Position holder**

Name:

Signature:

Date:

**Manager**

Name:

Signature:

Date: