

Position Description

Position Title:	Relationship Officer		
Reports to:	Head of Fundraising		
Direct Report:	0		
Business Unit:	Fundraising		
Location:	Melbourne	Date Effective:	January 2021
Status:	Full Time	FTE	1.0

POSITION OBJECTIVE

The purpose of this role is to support the strategic growth and development of the fundraising team. This will involve working closely with the Fundraising Manager and Bequest Manager to increase financial support through the Individual Giving program and Bequest program.

You will be responsible for managing end to end direct marketing campaigns including appeals, acquisition, reactivation, conversion and retention strategies to drive revenue, bequests and grow the supporter base.

DUTIES & RESPONSIBILITIES

<p>Fundraising and Campaign Delivery</p> <ul style="list-style-type: none"> • Deliver the annual direct marketing program including appeals, acquisition and retention via direct mail and telemarketing • Prepare end-to-end campaign plans, timelines, measurement and analysis to meet fundraising and communications objectives • Liaise with external suppliers and build strong relationships, specifically, Designers, Copywriters, Data Specialists, Call Centre's and Print and Mail Houses • Prepare clear and concise written briefs to all necessary stakeholders • Source case studies, additional content, images and obtain necessary PR approval • Obtain and assess quotes, compare to campaign budgets and effectively negotiate with suppliers and where possible obtain discounts and / or pro bono services • Co-ordinate development of all content including copy and creative, manage stakeholder feedback and ensure output is on brief / aligned to brand • Manage print production and mailing • Work with the Marketing and Communications team to integrate campaigns through above the line channels such as digital, TV, radio etc. • Research emerging fundraising and direct marketing trends and provide recommendations for testing • Assist the Fundraising Manager in formulating the strategic direction of the Individual Giving program • Support the Fundraising Manager in the development and implementation of new strategies and products to diversify direct marketing revenue streams including but not limited to Matched Giving Day, Regular Giving program and Workplace Giving program • Develop and implement new retention program to increase supporter loyalty and lifetime value • Ensure compliance with fundraising and consumer affairs legislation in all communications • Support other major fundraising projects and campaigns including fundraising applications
<p>Relationship Management</p> <ul style="list-style-type: none"> • Support the Bequest Manager to identify bequest prospects • Follow up prospects to encourage making a bequest to Kidney Health Australia, via telephone and face to face events • Conduct outbound calls and visits with fundraisers and supporters to welcome them, provide support • Respond to requests for bequest information from donors/ solicitors/ others

<ul style="list-style-type: none"> • Assist with the planning and management of donor events • Build engaging user experiences and journeys and execute stewardship plans
Database and Processes
<ul style="list-style-type: none"> • Coordinate data segmentation and targeting for direct marketing campaigns • Complete data reviews and checks of all lists extracted for fundraising campaigns, ensuring records are clean and variable outputs are accurate • Ensure data processing procedures, business rules or donor protocols are implemented to protect data integrity and that data is captured accurately for fundraising analysis and reporting.
Reporting and Communication
<ul style="list-style-type: none"> • Monitor and evaluate campaign performance throughout campaigns to ensure targets and key metrics are being met (e.g. revenue, ROI, response rate, average gift, conversion rate) • Assist in production of post campaign performance analysis including a review of execution, process, results and insights to apply learnings to future campaigns • Assist in the management of the program budget including monitoring campaign income and expenditure monthly

QUALIFICATIONS & EXPERIENCE

Essential
<ul style="list-style-type: none"> • Tertiary qualification in communications, marketing or business. • Minimum 2 years' experience in fundraising, ideally in not for profit organisation • Demonstrated understanding of bequest programs • Proven ability in direct marketing campaign creation, execution, and post campaign analysis • Exceptional communication skills and demonstrated ability to build relationships and networks • Proven ability to build relationships with donors, showing empathy and being able to have conversations of a sensitive nature • Flexibility to meet a range of job demands and deadlines
Highly Desirable
<ul style="list-style-type: none"> • Understanding of the not for profit and social sector and knowledge of fundraising principles and legislation • Highly analytical with intermediate excel skills and knowledge of CRM databases • Extremely organised with a high-level attention to detail • Excellent communications, presentation, mediation, and negotiation skills • Excellent written and verbal communications skills and proof-reading skills • A positive attitude and ability to work autonomously or as part of a team • Collaborative approach and strategic thinker • Budgeting and reporting skills • Self-motivated with a positive and professional approach
Other
<ul style="list-style-type: none"> • Current driver's license • Must have Police record check and / or Working with Children's check • Member of FIA and adherence to professional Code of Ethics