



## POSITION DESCRIPTION

**Position Title:** Fundraising Relationship Coordinator  
**Reports To:** Fundraising Relationship Manager  
**Date:** 25 June 2008

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### VERY SPECIAL KIDS OVERVIEW

Very Special Kids supports families throughout their experiences of caring for children with life-threatening illnesses, from diagnosis through to recovery or bereavement.

Very Special Kids provides a range of physical, emotional, social and spiritual support, which is offered:

- holistically
- centered on the family
- to all Victorian families of children with life-threatening illnesses
- across a range of settings, including the hospital, hospice and home
- by specialist staff and trained volunteers
- with the engagement of the community.

Very Special Kids' services also include *Very Special Kids House* - Australia's first, and Victoria's only children's hospice providing respite, transitional and end-of-life care with 24 hour qualified nursing support.

### FUNDRAISING & COMMUNICATIONS TEAM OVERVIEW

The Fundraising & Communications Team at Very Special Kids raises funds for the organisation through general fundraising methods, business partnerships and fundraising events and activities (including the annual Piggy Bank Appeal).

The Team is also responsible for internal and external communications and marketing, as well as managing our 'Friends' volunteers who conduct fundraising events and provide general assistance with various projects.

The Executive Manager Fundraising & Communications and the Fundraising & Communication Team have five main areas of responsibility:

1. General Fundraising - (general donations, direct mail, pledge donors, major donors and bequests, trusts & foundations and management and maintenance of the Donman database).
2. Business & Corporate Partnerships - (corporate sponsorships, corporate donations, corporate foundations, in-kind donations, cause-related marketing, workplace giving, corporate volunteers and recognition).
3. Events - (including Piggy Bank Appeal), external events and special projects.
4. "Friends" Volunteers & Community Fundraising.
5. PR & Communications.

### POSITION SUMMARY

In consultation with the Fundraising Relationship Manager, the Fundraising Relationship Coordinator is responsible for the co-ordination of the donor database to support the wider Fundraising team, building relationships with existing and prospective donors and the pledge giving program.

In consultation with the Fundraising Relationship Manager, the position is responsible for the implementation of the development of donor relationships through donor acquisition, retention and development strategies, including direct mail and other direct response programs, working with the Fundraising Relationship Manager.

Plans and strategies are to be in accordance with policies and practices that maximise their effect on meeting the objectives of the Fundraising & Communications Team and Very Special Kids.

### **Key Result Areas**

#### **Overall Planning and Development**

##### **Key Tasks**

- In consultation with the Fundraising Relationship Manager, assist in the development of the annual strategic and operational program plans to grow net income in the areas of responsibility, including income and expenditure budgets, action plans and Key Performance Indicators for all Key Result Areas.
- Assist in the development and implementation of donor development policies and practices that maximise financial returns.
- Through the PR and Communications Manager, identify impactful story resources within the organisation for use in donor acquisition and development campaigns, ensuring the best possible stories for direct mail are sourced.

#### **Donor Development**

##### **Key Tasks**

- Working closely with the Fundraising Relationship Manager and external agencies as required, to build existing donor relationships, to revitalise lapsed donor relationships, and new donor acquisition strategies, using all available sources.
- Ensure that records are current, allowing accurate reports to be pulled for annual report and Christmas card mailing.
- Working with the Executive Manager Fundraising & Communications, assist in the development of workplace giving initiatives.
- Working through the PR and Communications Manager, source story resources and giving offers for direct mail fundraising campaigns.

#### **Database Management**

##### **Key Tasks**

- Oversee donation processing and coordinate the use and development of the donor database, ensuring users follow consistent data entry and security standards procedures. The current system is Donor Management (Donman).
- In conjunction with the Fundraising Relationship Manager, ensure that all donor records are segmented accordingly and records are accurate.
- Provide accurate reports to the fundraising & communication department.
- Assist with the production of selection files for direct mail, invitation lists and other lists as required.

- Based on intelligence gathered from the Fundraising and Communications Team, use the database to flag donors who are prospects for upgrades (including to pledger, major donor, bequestor, or business partner).
- Accurate recording of all Gift In Kind donations.
- Produce and update procedure manuals for database entry and reporting

### **Pledge Program**

#### Key Tasks

- In consultation with the Fundraising Relationship Manager, develop the pledge program through new pledger acquisition, existing pledge upgrades, pledge donor functions and appropriate communications to build pledger retention and long term value.
- Ensure regular reporting on and follow up of pledgers in arrears.

### **Evaluation, Reporting and Financial Control**

#### Key Tasks

- Provide timely and appropriate reports and reports for the fundraising team, management and Board as requested.
- Provide fortnightly written summary reports for the Fundraising & Communications Team.
- Operate within approved budgets, identifying cost savings where possible.
- Monitor and meet income and expenditure targets within set policy, practice and time frames in consultation with Fundraising Relationship Manager.
- Attend regular department meetings and provide and accept feedback on progress.
- Work with the Finance Team to ensure accurate financial reporting and management, including tracking of grants and commitments on the allocation and use of grant funds.

### **Contribute to Departmental Strategic Planning**

#### Key Tasks

- Participate in meetings with all members of the Fundraising & Communications Team to formulate strategy, draft action plans and set timelines to achieve revenue targets for the department.

### **Foundation Committee**

- Preparation and distribution of all agenda, minutes and general correspondence.
- Ensure the smooth running of all Foundation meetings,
- Administrative support for Foundation luncheons, including invitations and the tracking of RSVP's.

### **Other**

#### Key Tasks

- Keep up-to-date with major developments in the fundraising and philanthropic sectors and community at large.
- Perform in the role of acting Fundraising Relationship Manager if required.
- Other Fundraising responsibilities may occasionally be assigned by the Fundraising Relationship Manager or the Executive Manager as required by demands on the organisation.

### **Key Performance Indicators**

Key performance indicators for each of the Key Result Areas will largely be determined by:

- revenue and expense targets and budgets for each area of accountability
- number, value of and success rate of trust and foundation submissions
- donor development targets within operational plans including new donors and pledgers, and donations from existing donors.

Other performance indicators will be negotiated as part of the planning process.

### **Selection Criteria**

#### **Qualifications/ Education Training and Work Experience**

- Experience in a relevant fundraising role.
- Experience in donor development, and use and coordination of a donor management database application.
- Experience in strategic planning and implementation of program plans.
- Degree Qualifications in Business, Marketing, Fundraising, or a related discipline are desirable.

#### **Knowledge and Skills**

- Understanding of both general fundraising principles, and those specific to the areas of responsibility
- Excellent written and verbal communication skills
- Excellent overall relationship management skills
- High level of organisational skill and personal initiative
- Ability to build and maintain ongoing relationships with key contacts among trusts and foundations of varying types within the community
- Understanding of the philanthropic grants-making sector
- Ability to develop effective proposals and grant submissions according to trust and foundation requirements
- Strategic planning and reporting skills
- Networking and negotiating skills to identify opportunities and maximise financial results.
- Financial budgeting and management skills
- Ability and flexibility to manage multiple complex tasks
- Thoroughness and attention to detail
- Practical and analytical problem solving abilities
- Excellent computer literacy including use of Microsoft Office, and database management software (previous experience with Donman preferable).

#### **Personal Attributes**

- Strong interpersonal skills that motivate, mentor and lead others
- An active team player, contributing to the wider activities and functions of the Fundraising and Communications team and the organisation
- Personable and able to quickly form good relationships with a diversity or personality types

- Energy and passion for connecting prospective supporters with the work of Very Special Kids
- A compassionate and socially minded individual who understands and respects the mission and vision of Very Special Kids and the challenges associated with working within the not-for-profit sector.

**Conditions of Service**

<b>Hours</b>	Position requires some out-of-hours work including weekends. 37.5 hours per week.
<b>Work Location</b>	Very Special Kids Centre 321 Glenferrie Road, Malvern 3144
<b>Other</b>	Current driver's licence. Employment will be subject to a satisfactory Working with Children Check and a Police Check.

<b>Salary Package</b>	Competitive salary, plus superannuation and salary packaging.
<b>Tenure</b>	Permanent, full-time position.

All applications should contain a covering letter which addresses the key selection criteria, and a current CV.

**Applications close Thursday 10 July and should be forwarded via email only to:**

Marcelle Clarebrough, Fundraising Relationship Manager at [mclarebrough@vsk.org.au](mailto:mclarebrough@vsk.org.au).