

Position Description



Position Title:	Fundraising Lead Donor Relations & Direct Marketing
Location:	321 Glenferrie Road Malvern
Department	Fundraising Team
Reporting To:	General Manager Fundraising & Marketing
Main Purpose of Position:	<p>The Fundraising Lead Donor Relations & Direct Marketing has overall responsibility for individual supporters to implement the cash and regular giving strategy to drive growth in revenue and supporter numbers.</p> <p>The role will oversee relevant aspects of individual giving including appeals and cash giving, regular giving and the care and stewardship of the VSK donor base, offering an exceptional supporter experience and journey for financial supporters of VSK.</p> <p>As part of the Fundraising Team the Fundraising Lead Donor Relations & Direct Marketing shares responsibility for developing new offers and fundraising strategies for the achievement of overall team fundraising targets for the organisation.</p>
Decision Making Authority	As per Very Special Kids' Delegation of Authority
Key Relationships	<p>Internal:</p> <ul style="list-style-type: none"> • General Manager Fundraising & Marketing • Chief Executive Officer & Executive Management Team • Data Management team • Marketing & Communications Team • Fundraising Lead - Private Giving • Fundraising Lead - Corporate • Community Fundraising & Events Team • Very Special Kids Hospice and Family Support Teams • Very Special Kids Board & Foundation <p>External:</p> <ul style="list-style-type: none"> • Individual supporters and prospective donors • Very Special Kids families • Very Special Kids volunteers • Suppliers, including designers, copywriters, print and mail house.

Key Selection Criteria	<p>Qualifications/ Education Training and Work Experience</p> <ul style="list-style-type: none"> • Degree Qualifications in Business, Marketing or a related discipline preferred. • Demonstrated experience in direct marketing or fundraising, particularly managing individual giving programs. • Experience in the development of multi-channel campaign strategy followed by implementation. • Demonstrated ability to manage competing demands and prioritise workflows, with experience in campaign management and project coordination. <p>Knowledge and Skills</p> <ul style="list-style-type: none"> • Strong understanding of best practice fundraising strategy and tactics. • Solid report writing, complimented by strong analytical skills. • Excellent skills in developing and implementing integrated donor journeys. • Strong financial budgeting and month end reporting. • Thoroughness and attention to detail. • Excellent computer literacy including Microsoft Office and Customer Relationship Management software, preferably Salesforce. <p>Personal Attributes</p> <ul style="list-style-type: none"> • Strong interpersonal skills to inspire and educate others. • Passion for continuous improvement and innovation. • An active team player, contributing to the wider activities and functions of the Fundraising and Management Teams and the wider organisation. • Personable and able to quickly form good relationships with diverse personality types. • Energy and passion for connecting individual supporters with the work of Very Special Kids. • A compassionate and socially minded individual who understands and respects the purpose and vision of Very Special Kids and the challenges associated with working within the not-for-profit sector.
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Key Areas of Responsibility

Individual Donors

Key Performance Indicators

Provide strategic guidance and oversee the development and implementation of the donor programs and campaigns, using a multi-channel approach (direct mail, email, SMS, digital) - focusing on two appeals p/a, VSK annual giving day, surveys and donor care communications.	Campaigns delivered on time, within budget and income targets achieved.
Encourage channel innovation and new strategies for the promotion of all fundraising activities.	New channels / tactics tested and implemented.
Develop and implement donor growth strategies including identification of ways to acquire, convert or retain 'the right donors' to maximise engagement, retention and overall lifetime value.	Increase in number and LTV of supporters.
In collaboration with other program leads and internal stakeholders develop integrated donor journeys to deepen engagement with all individual donors, event participants and attendees and non-financial supporters.	Opportunities identified and donor journeys developed to integrate individual giving program and campaigns into VSK communications where appropriate.
Develop and maintain sophisticated, dynamic donor stewardship tactics for the individual giving program (including	Donors thanks regularly and retention rates increased.

regular givers and single gift donors), aiming to increase retention and loyalty.	
Work with the Database Team to develop and implement supporter care processes including gift processing, receipting, updating details and tracking feedback or communications preferences.	Donations processed, receipts sent and Donors thanked within 3 working days. Supporter feedback / enquiries followed up, responded to and actioned within 1 working day.
Support the Marketing & Communications Manager in developing digital strategies to support and amplify fundraising campaigns.	Marketing & Communications Manager consulted and involved in strategic planning phase for all major events.

Budgeting, Evaluation and Reporting

Key performance Indicators

Develop budgets for Individual Giving Program, in consultation with General Manager Fundraising and Marketing, as well as ongoing monitoring of income, expenditure and month end reporting.	Achieve revenue targets and productivity levels. Month end reporting completed to deadline.
Deliver regular, robust data analysis and insights of individual supporters and activities to measure campaign and program performance.	Reports refreshed and used to inform programs and campaign strategy.
Work with the Finance team and Database Coordinator to ensure accuracy of accountancy/database management and reconciliation.	High data integrity of individual supporters.

Fundraising Team Strategic Planning

Key performance Indicators

Participate in regular meetings with the EMF and all members of the Fundraising Team to formulate strategy, draft action plans and set timelines to achieve revenue targets for the Fundraising Team.	Contribution made to development of Fundraising Team strategy.
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Quality, Safety and Improvement

VSK Employees have a responsibility and accountability to contribute to the organisation's commitment to Quality, Safety and Improvement by:	
<ul style="list-style-type: none"> • Acting in accordance and complying with all relevant Safety and Quality policies and procedures • Identifying risks, reporting and being actively involved in risk mitigation strategies • Participating in and actively contributing to quality improvement programs • Complying with the requirements of the National Safety & Quality Health Service Standards • Complying with all relevant clinical and/or competency standards • Complying with the principles of Patient and Family Centred Care that relate to this position 	

Conditions of Service	
Hours	Full time working hours are 75 hours per fortnight.
Other	Current driver's licence.
Salary Package	Competitive salary, plus superannuation and salary packaging.

Tenure	12-month maternity leave position.
General	Employment with Very Special Kids will be subject to a satisfactory Police Check and a Working with Children Check.

Privacy Statement: Personal Information may be collected and stored for the purpose of recruitment and selection. The information will only be used and disclosed for the primary purpose of its collection. Some exceptions exist. These may be obtained from the Privacy Officer.

Approvals	
Created by:	Marcia Christmas
Approved by:	Katrina Hall
Last Updated by:	Marcia Christmas
Date of Last update:	3 March 2021