

Position Description

Very Special Kids believes that all children and young people have the right to quality of life, no matter how long or short their life may be.

Position Title:	Gifts in Wills Coordinator
Location:	Malvern
Department	Fundraising and Marketing
Reporting To:	Philanthropy Manager
Main Purpose of Position:	The Gifts in Wills Coordinator is responsible for facilitating strong and long-term relationships with Very Special Kids portfolio of confirmed and prospective Gifts in Will supporters. The role's primary focus is relationship management and growing the portfolio of Gift in Wills supporters through delivering strategic, personalised, and tailored supporter journeys to confirm and affirm their pledge to leave a bequest to Very Special Kids. This role will also lead on specific engagement activities and events to support the overall growth and retention of supporters for the Gifts in Wills program. The Gift in Wills Coordinator is responsible for championing and normalising conversations about Gifts in Wills across the organisation, by communicating key messages; presenting at team and staff meetings; sharing supporter stories and promoting the importance of bequest gifts for the future of Very Special Kids.
Number of Direct Reports	0
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 and Marketing • Philanthropy Team • Fundraising and Marketing Team • Service Delivery Teams <p>External</p> <ul style="list-style-type: none"> • Individual supporters • Volunteers • Families supported by Very Special Kids • Suppliers and complementary service providers

<p>Key Selection Criteria</p>	<p>Qualifications, Experience, Knowledge & Skills</p> <ul style="list-style-type: none"> • Relevant tertiary qualification in marketing, communications, commerce and/or a related discipline • Demonstrated experience and proven track record in a similar relationship management role, preferably in fundraising. • Demonstrated knowledge and understanding of the principles of wills and estates. • Demonstrated ability to manage a prospect pipeline and achieve set goals. • Effective communication and interpersonal skills, including the ability to develop and maintain working relationships with internal and external stakeholders. • Demonstrated attention to detail and ability to identify and resolve complex problems in a timely manner. • Proven organisational and time management skills to meet deadlines, and work autonomously. • Strong ability to listen and actively, influence and negotiate with stakeholders. • High-level skills in MS Office, including Word and Excel and CRM databases. <p>Desirable Criteria</p> <ul style="list-style-type: none"> • Experience working in a fundraising or relationship management role • Experience working in a not-for-profit organisation <p>Special Requirements</p> <ul style="list-style-type: none"> • Right to work in Australia • Satisfactory completion of National Police Check • Valid Victorian Driver's Licence • Willingness to occasionally work outside normal hours, for which time-in-lieu is provided.
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Key Areas of Responsibility

Program Delivery

- Contribute to the ongoing strategic development and evaluation of the Gifts in Wills program, identifying opportunities to grow confirmed and prospect pipeline and maximise performance.
- Develop professional and personable relationships with a portfolio of confirmed and prospective Gifts in Wills supporters (Very Special Guardians) and manage these relationships to ensure future income for Very Special Kids.
- In line with the Gifts in Wills strategy, develop and deliver clear engagement, stewardship and conversion plans for confirmed and prospective supporters that includes strategic interactions by phone, email, mail, events and face to face

Key Performance Indicators

- Grow bequest pipeline and number of confirmed bequestors.
- All confirmed and prospective gift in will supporters have tailored engagement plans.
- Stakeholder communications received to planned timelines.
- Engagement activities developed and delivered to agreed timelines.

<p>meetings, with the goal of converting and confirming bequest pledges.</p> <ul style="list-style-type: none"> • Work collaboratively with colleagues to ensure a cohesive engagement and stewardship for shared supporters (i.e. major donors, community fundraisers or direct mail donors, and volunteers). • Engage with internal & external stakeholders to ensure supporters receive timely and accurate communications, invites, newsletters and impact reports to affirm their pledge. • Lead the development and delivery of specific engagement activities to support the conversion and retention of Gifts in Wills supporters (i.e. Gifts in Wills morning teas, luncheons, regional roadshows). 	
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Stakeholder Engagement

Key Performance Indicators

<ul style="list-style-type: none"> • Build and maintain relationships with staff within the Fundraising and Marketing team, as well as other Very Special Kids teams. • Work collaboratively within the Fundraising and Marketing Team, and other areas of the organisation to improve the supporter experience and strengthen their engagement with Very Special Kids, with a focus on opportunities to communicate with supporters about including a gift in their will. • Find opportunities to champion and seek to normalise conversations about Gifts in Wills across the organisation e.g. Lunch & Learns. • Keep up-to-date and informed of Very Special Kids strategic plan, programs and fundraising priorities to inform interactions with supporters and affirm their pledge. • Manage partnerships with Online Will providers Safewill and Gathered Here to assist in the promotion Very Special Kids and growth of the bequest pipeline. 	<ul style="list-style-type: none"> • Positive 360-degree feedback received from colleagues. • Increased engagement and retention of confirmed and prospective bequestors. • Increased knowledge and profile of Bequests across the organisation.
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Database Management and Reporting

Key Performance Indicators

<ul style="list-style-type: none"> • Ensure all information and communications with supporters is recorded in the CRM database in a timely and accurate manner. • Gather relevant information from confirmed and prospective Gifts in Wills supporters that will assist Very Special Kids in maximising revenue from 	<ul style="list-style-type: none"> • All donor interactions recorded in Salesforce accurately and within 48 hours of communication. • All personal information collected from supporters is
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<p>future estates (within the provisions of the Privacy Act).</p> <ul style="list-style-type: none"> • Maintain supporter trust and confidentiality and ensure all supporter information is compliant with privacy legislation. • Prepare monthly reports on the activities and moves management of supporters within the Very Special Guardians program. • Provide quarterly evaluation of Gifts in Wills retention and conversion KPI's. 	<p>stored in Salesforce and used in accordance with Privacy Act.</p> <p>Dashboards are up to date and reporting completed to agreed requirements and timelines.</p>
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Occupational Health and Safety

Key Performance Indicators

<p>Provide, so far as is reasonably practicable, a healthy and safe Workplace for staff, visitors and volunteers and comply with OHS policies and procedures, including: periodic reviews of work area, review all near miss/hazard/incident reports to ensure thorough investigations have been carried out & appropriate controls recommended, ensure all staff are inducted in OHS relevant for their role and attend mandated OHS training. In addition, ensure there is an OHS Committee member for the team & OHS is a standing agenda item in team meetings.</p>	<p>100% attendance at OHS mandated training.</p>
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Quality, Safety, and Improvement

<p>Very Special Kids employees have a responsibility and accountability to contribute to the organisation's commitment to Quality, Safety, and Improvement by:</p> <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 • Complying with the principles of Child Safe Standards that relate to this position

Conditions of Service	
Hours	Nominal hours of 22.5 per week (0.6 Full Time Equivalent). Position may require flexibility to work outside these hours to meet business needs and you may also be required to work additional hours as necessary to fulfil all of the requirements of the role.
Other	Current driver's licence (if required)
Salary Package	Competitive salary, plus superannuation and NFP salary packaging.
Tenure	Maternity leave 12-month contract position after completion of six months probationary period for new employees.
General	Employment with Very Special Kids will be subject to a satisfactory Police Check, a Working with Children Check and evidence of up-to-date COVID vaccination.

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, General Manager Fundraising and Marketing
Approved by:	Donna Durston-McKenna, General Manager People and Culture
Date of Last update:	20 September 2023