

POSITION DESCRIPTION

Position Title:	FUNDRAISING OFFICER
Team & Department:	Marketing team, in Public Engagement
Location:	ChildFund Australia, Sydney Office Level 8, 162 Goulburn Street, Surry Hills
Reports to:	Fundraising Manager - Regular Giving
Employment status:	Full Time, Initial 2 year employment agreement with option to extend upon mutual agreement

ORGANISATIONAL CONTEXT

ChildFund Australia is an independent and non-religious international development organisation that works to reduce poverty for children in the developing world. We work in partnership with children and their communities to create lasting change by supporting long-term community development, responding to humanitarian emergencies and promoting children's rights. We want every child to be able to say: "I am safe. I am educated. I am heard. I can make a difference. I have a future."

ChildFund Australia implements programs with a range of local partners in Cambodia, Laos, Myanmar, Papua New Guinea and Vietnam, and manages projects delivered by partner organisations throughout Asia, Africa and the Americas. Our work is funded through child and community sponsorship, government grants as well as donations from individuals, trusts and foundations, and corporate organisations.

ChildFund Australia is a member of the ChildFund Alliance – a global network of 11 organisations which assists more than 14 million children and families in 63 countries. ChildFund Australia is a registered charity, a member of the Australian Council for International Development, and fully accredited by the Department of Foreign Affairs and Trade, which manages the Australian Government's overseas aid program.

JOB PURPOSE & REPORTING STRUCTURE

The Fundraising Officer position sits within the Marketing Team, and reports to the Fundraising Manager - Regular Giving.

This position is a vital role within the Marketing Team and works to grow regular giving income from new and existing supporters via our Face to Face and Telemarketing programs. This role is also responsible for all regular giving retention activities including, but not limited to; upgrades, conversion, reactivation, declines and rejection calling.

Regular giving is the cornerstone of all ChildFund's fundraising and its growth and maintenance is essential to fund the overseas development work of ChildFund Australia. The organisation has three

regular giving products including; Child Sponsorship, Global Community and Project Humanity, and this role will work to grow and retain supporters across all three products.

Internally, this role will work alongside another Fundraising Officer and all members of the Marketing team as well as the Communications and Supporter Relations Teams, Finance Team and International Program Department.

KEY AREAS OF RESPONSIBILITY

Supplier Management

- Build and maintain solid and professional working relationships with all suppliers to enable achievement of Key Performance Indicators;
- Consistently monitor and evaluate performance of suppliers, proposing and implementing tactical and strategic changes where relevant;
- Provide regular training and mystery shopping of fundraisers to achieve high motivation and understanding levels, whilst ensuring consistent brand messaging and operational standard;
- Ensure suppliers are provided with up to date and relevant program and training collateral; and
- Work with suppliers to respond to queries and complaints from supporters and general public

Reporting and Analysis

- Provide regular reporting on key program metrics including recruitment / retention numbers, revenue, expenditure, attrition rates and ROI; and
- Analyse data to evaluate segment and test performance, identify trends, issues and opportunities and inform strategic improvements to programs.

Operational Efficiency

- Work closely with internal stakeholders and suppliers to streamline and improve existing business processes for each program;
- Ensure all program collateral is fit for purpose and readily available, undertaking creative updates with creative agencies as needed; and
- Research new opportunities, channels and ideas to improve programs.

Other Telemarketing Fundraising

- Work with the Single Giving team to develop other telemarketing calling program to solicit new supporters; and
- Assist the telemarketing activities for all new lead generation and cash giving activities for regular giving conversion.

Utilisation of the HIVE (DMS system)

- Attend all required HIVE meetings and provide on-time responses to requests
- Complete HIVE training and utilise the functionality of the DMS system

Assist in achieving Public Engagement Department program aims:

- Contribute to team work throughout Marketing Team and the broader Public Engagement Department;
- Work closely with the Head of Marketing and ALL managers in the department to build a strong holistic Public Engagement Strategy and Operational Plan;

- To treat every donor with respect, listen to what they want and work with them in partnership to achieve ChildFund's mission;
- Other duties as required by ChildFund.

Compliance with relevant legislation and internal guidelines:

- Ensure all fundraising materials comply with relevant national and state fundraising legislation and Australian Privacy Principles.
- Ensure all fundraising materials meet ChildFund Australia style guide as well as ACFID, DFAT and FIA's Code of Conduct guidelines.
- Ensure all fundraising materials meet with ChildFund Australia child protection and consent policies.

REQUIRED COMPETENCIES/EXPERIENCE/QUALIFICATIONS

Core Competencies:

- Commitment to ChildFund Australia's values, vision and mission;
- Teamwork;
- Communication;
- Accountability and integrity; and
- Adaptability and flexibility.

Functional/Technical Competencies:

- Effectively managing supplier relationships;
- Developing and delivering training;
- Managing multiple activities; and
- Reporting and analysis of all programs.

Qualifications and experiences:

- Tertiary qualifications in Marketing, Business, Fundraising or other relevant discipline;
- Minimum 1 year experience in a similar role or have experience working as a face-to-face fundraiser;
- Sound experience working on Telemarketing campaigns;
- Knowledge and understanding of best practice Fundraising;
- Experience working in the environment where professional and effective relationship management skills were required;
- Experience working in the environment where you were required to work under pressure and results oriented;
- Experience managing projects, negotiate and solve problems;
- Experience drawing meaningful conclusions from results and data trends, and apply these to create measurable program improvements; and
- Experience in the not-for-profit sector, especially International Development, is desirable.

WORKING CONDITIONS & OTHER ESSENTIAL REQUIREMENTS

- The successful candidate must have the right to work in Australia;
- Adherence to written confidentiality policy/agreement is required;
- Some local and international travel will be required;
- Permanent appointment to this position is dependent upon successful completion of a Police Check

as well as Working with Children Check, and signing of ChildFund's child safeguarding policy and procedure code of conduct;

- In this position you will be required to conduct follow-up Police Check every 2 years or at any other time when required to do so by ChildFund; and
- Commitment and adherence to ChildFund policies and procedures is required.

STANDARD OCCUPATIONAL HEALTH AND SAFETY (OHS) RESPONSIBILITIES FOR NON-SUPERVISORY STAFF

- Cooperate with all health and safety policies and procedures of the organisation and take all reasonable care that your actions or omissions do not impact on the health and safety of colleagues in the workplace.

ChildFund Australia is an equal opportunities employer.