

# Senior Fundraising Officer

## PURPOSE OF THE POSITION

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. In this vital role within the Marketing Team, you will support the regular giving team to grow income via Face to Face and Telemarketing programs. You are responsible for acquisition activities including, but not limited to; upgrades, conversions, and reactivations. Internally, this role will support the Regular Giving manager and be the key point of contact for internal stakeholders.



### KEY DUTIES

- Manage solid and professional working relationships with all suppliers to enable achievement of Key Performance Indicators and grow income across the different regular giving products;
- Develop and deliver training presentations;
- Conduct mystery shopping for fundraisers to achieve high motivation and understanding levels;
- Ensure consistent brand messaging and operational standard to ensure suppliers are provided with up to date and relevant program and training collateral;
- Manage responses to queries and complaints from supporters and general public;
- Draw conclusions from reports on key program metrics including recruitment / retention numbers, revenue, expenditure, attrition rates and ROI;
- Analyse data to evaluate segment and test performance, identify trends, issues and opportunities and inform strategic improvements to programs;
- Research, project lead and implement new innovative opportunities, channels and ideas to improve programs;
- Lead the telemarketing activities for all new lead generation and cash giving activities for regular giving conversion;
- *Remain alert and responsive to any child safeguarding or sexual exploitation, abuse or harassment (SEAH) risks, acquire relevant knowledge and skills to promote strong safeguarding practices, understand the child safeguarding and PSEAH policy and procedures, and conduct yourself consistent with those policies.*

### QUALIFICATIONS & EXPERIENCE

- 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
- Experience working in the environment where professional and effective relationship management skills were required
- Experience working a results oriented environment
- Experience drawing meaningful conclusions from results and data trends, and apply these to create measurable program improvement
- Up-to-date with the latest trends and best practices in fundraising

### DESIRABLE

- Experience in the not-for-profit sector, specifically International Development.

### SKILLS

Ability to handle multiple tasks and deadlines, and to deliver in tight deadlines

Excellent interpersonal and relationship building skills, able to work with people from different backgrounds and cultures

Problem solver, creative thinker and motivator

Flexible and responsive

### CHILDFUND AUSTRALIA'S VALUES

Commitment to ChildFund Australia's values –  
Respect, Integrity, Collaboration, Change,  
Empowerment & Excellence

**Department:** Regular Giving Team, Public Engagement

**Location:** ChildFund Australia

**Employment:** Full-time, Initial one-year employment agreement, with option to extend upon mutual agreement.

**Reports to:** Fundraising Manager, Regular Giving

**Other Information:** Must have working rights within Australia. Some domestic travel may be required.

**Please apply at:** <https://www.childfund.org.au/work-with-us/>





## ORGANISATIONAL CONTEXT

ChildFund Australia is an independent international development organisation that works to reduce poverty for children in developing communities. We partner to create community and systems change which enables vulnerable children and young people, in all their diversity, to assert and realise their rights.

Our vision is a world without poverty where all children and young people can say: “I am safe. I am educated. I contribute. I have a future.”

ChildFund Australia directly manages and implements programs with a range of local partners in Cambodia, Laos, Myanmar, Papua New Guinea, Timor-Leste, Vietnam, and other Pacific nations, 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 12 organisations which assists almost 23 million children and their families in 70 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.

## HOW WE VALUE YOUR CONTRIBUTION

### Remuneration Package

We aim to provide an overall remuneration package that is attractive and fair. Our remuneration framework ensures that we align to employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment conditions that are appropriate to our sector.

### Leave

You will have access to 20 days of paid annual leave (pro-rated for part-time employees). You are also entitled to personal/carer’s leave, paid parental leave, long service leave and bereavement leave.

### Flexible Working Arrangement

You will have access to flexible working arrangements. We encourage a culture of flexibility and enable conversation between yourself and your manager about maintaining work-life balance.

### Salary Packaging

You will be eligible to salary packaging. As a Non-Governmental Organisation, our staff are eligible for salary sacrificing. The Australian Taxation Office (ATO) allows us to reimburse you for your personal expenses without having to pay any income or fringe benefits tax that would normally be payable. These tax concessions are in additions to the income tax free threshold.

### Employee Assistance Program

In case you need help with personal, family or employment related matters you and your family will have access to free external, professional and confidential counselling assistance. UPRISE, our EAP system, combines multiple wellbeing initiatives to support your mental health and resilience.

### Learning and Development

Our approach to learning and development will enable you to have the information, skills, and knowledge needed to do your job and to grow in your position. We build the capacity of our people and support you with on-the-job experience, coaching and formal training.

**OUR VISION:** A world without poverty where all children and young people can say: “I am safe. I am educated, I contribute. I have a future.”

**OUR MISSION:** We partner to create community and systems change which enables vulnerable children and young people, in all their diversity, to assert and realise their rights.

**At ChildFund Australia  
you will be  
contributing to every  
child being able to  
play, learn, and grow.**