

# POSITION DESCRIPTION

## COMMUNITY FUNDRAISING OFFICER



### STAFF MEMBER:

**POSITION TITLE:** COMMUNITY FUNDRAISING OFFICER

**REPORTS TO:** PHILANTHROPY & PARTNERSHIPS MANAGER

**DIRECT REPORTS:** Nil

### POSITION OBJECTIVE

The purpose of the Community Fundraising Officer position is to effectively support the development and delivery of the WCH Foundation community fundraising program from the ground up. This will include developing and stewarding positive relationships with an engaged community of fundraisers, ensuring that they are supported throughout their fundraising activities and that financial goals are met.

The incumbent will develop and implement community fundraising activities to enable supporters to raise funds for the WCH Foundation in new, engaging and flexible ways that integrate digital and traditional fundraising methods. You will coordinate the community fundraising program including third-party fundraisers, beneficiary events, peer-to-peer opportunities, supporter communication journeys, and other initiatives that positively engage current and new supporters.

This role will actively seek opportunities to identify and engage new individuals and groups in fundraising for the WCH Foundation, develop marketing materials to support the efforts of fundraisers, and implement a communications journey for both community fundraisers and donors.

### PRINCIPAL RESPONSIBILITIES

- 1. Work alongside the Partnerships & Philanthropy team to develop and drive the community fundraising program.**
- 2. Plan, coordinate and execute community fundraising activities, events, campaigns and projects.**
- 3. Coordinate enquiries and build positive relationships with community fundraisers to provide support, expertise, and ensure that financial goals are met.**
- 4. Create and maintain a suite of community fundraising collateral and communications, both digital and offline.**
- 5. Ensure accurate record keeping, budgets and reporting for the community fundraising program.**
- 6. Work across the organisation to contribute to priority projects as required.**

### DETAILED RESPONSIBILITIES

- 1. Work alongside the Partnerships & Philanthropy team to develop and drive the community fundraising program.**
  - Work with the Philanthropy and Partnerships Manager to develop and leverage opportunities that grow community fundraising for the WCH Foundation.
  - Develop strategies to integrate digital and traditional fundraising activities into the program.

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- Establish and document community fundraising guidelines and processes.
- Implement plans that extend opportunities to fundraise into new community markets and acquire new supporters.
- Work collaboratively with colleagues across the organisation to implement new initiatives, and refine existing community offerings.
- Stay informed of latest trends and best-practice in the area of community fundraising and consistently look to improve the community program and supporter experience.

### **2. Plan, coordinate and execute community fundraising activities, events, campaigns and projects.**

- Oversee the community fundraising program including third-party platforms and events.
- Develop and implement opportunities for Peer-to-Peer (P2P) fundraising, including digital campaigns and events.
- Coordinate a pro-active collection device program for organisations to host tins and other collection devices.
- Engage with current and prospective supporters (including groups) to acquire new fundraisers and maximise revenue.
- Coordinate in memory and in celebration fundraising.
- Develop and implement a support communications journey for community fundraisers.

### **3. Coordinate enquiries and build positive relationships with community fundraisers to provide support, expertise, and ensure that financial goals are met.**

- Act as the main point of contact for all community fundraising enquiries both internally and externally.
- Provide support and advice to assist WCH Foundation fundraisers with their efforts.
- Coordinate other staff, as appropriate, to fulfill enquiries and provide support.
- Be the key relationship manager for community fundraisers, ensuring relationships and activities are accurately tracked and managed through the Raiser's Edge NXT database.
- Ensure that fundraisers utilise the WCH Foundation brand in accordance with guidelines.
- Provide direction and support for users on digital fundraising platforms such as Funraisin.
- Attend WCH Foundation fundraiser events as required, ensuring the highest level of representation.
- Steward relationships with community fundraisers including appropriately recognising and celebrating successes.
- Ensure that fundraisers comply with WCH Foundation protocols from correct paperwork to financial reconciliation.

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### **4. Create and maintain a suite of community fundraising collateral and communications, both digital and offline.**

- Create, update, and maintain the community fundraising toolkit and information.
- Maintain and keep relevant all community fundraising digital content including the general website, Funraisin, and other third-party platforms.
- Develop and coordinate the production of marketing collateral and communications including supporter journey EDMs.
- Work with the Marketing and Communications team to develop marketing and communication strategies and materials to attract new supporters.
- Responsible for the care and maintenance of the WCH Foundation mascot.

### **5. Ensure accurate record keeping, budgets and reporting for community fundraising.**

- Work with the Philanthropy and Partnerships Manager to assist with developing an annual budget and operational plan for the community fundraising area.
- Develop and maintain budgets for fundraisers and events.
- Provide regular updates and input into monthly reporting, especially as to progress against milestones and key performance indicators.
- Ensure that all community fundraiser records are up-to-date, accurately using Raiser's Edge NXT to record supporter information and activity. This is an integral part of the role.
- Provide regular communication to the rest of the team regarding community fundraising activities.

### **6. Work across the organisation to contribute to priority projects as required.**

- Work collaboratively with the fundraising team on shared fundraising initiatives.
- Where appropriate, collaborate with the Corporate Partnerships Manager on joint fundraising events and activities.
- Be available and willing to support other WCH Foundation event.

## PERSON SPECIFICATION

- Previous experience and/or tertiary qualifications in marketing, event management, communications or fundraising.
- Excellent interpersonal communication skills including in person, written and verbal.
- Self-motivated with the ability to multi-task, prioritise projects, and work to deadlines.
- Demonstrated ability to work collaboratively, build rapport and motivate others.
- Experience in engaging and building relationships with a diverse range of supporters.
- Aptitude for events, communications and project management.

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- Ability and willingness to support other fundraising programs when required.
- Ability to maintain accurate database records and run reports (Raiser's Edge NXT experience preferred), proficient with Microsoft Office programs and willingness to learn to use a range of digital platforms.
- A current driver's license is essential.

### OTHER DUTIES

- Other duties as may be required from time to time to meet the objectives of the position and the organisation.
- Contribute to the preservation and protection of the WCH Foundation's corporate knowledge through accurate and effective record keeping and use of the relationship management database.
- Contribute to a safe and healthy work environment, free from discrimination and harassment by adhering to the provisions of the relevant legislative requirements including Equal Employment Opportunity and Work Health and Safety, the Code of Conduct and organisational policies.

### SPECIAL CONDITIONS

- Some out of hour's work may be required.
- May be required to travel intra/interstate.
- Must be prepared to attend relevant meetings and educational activities as required.
- Must be prepared to participate in the performance development process.

### PERFORMANCE & SALARY REVIEW PROCESS

Remuneration levels are based on experience and performance achieved within the salary range identified for each position. Performance will be assessed on the relative achievement of the Key Result Areas as agreed above. Informal market reviews will be conducted from time to time to ensure the remuneration is competitive.

Performance reviews will be conducted annually.

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### KEY PERFORMANCE INDICATORS (KPIs)

KPIs for this position are determined in consultation with the Head of Fundraising & Marketing and Philanthropy & Partnerships Manager as part of the annual appraisal process.

The WCH Foundation supports employee participation in related education opportunities.

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Community Fundraising Officer

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Chief Executive Officer

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