

Fundraising Officer

Position Description

STAFF MEMBER:

POSITION TITLE:	Fundraising Officer
REPORTS TO:	Fundraising Manager
DIRECT REPORTS:	Nil

POSITION OBJECTIVE

The Fundraising Officer will assist with the delivery of fundraising campaigns, community fundraising activities, and donor stewardship initiatives. Working under the guidance of the Fundraising Manager, this role will provide administrative and logistical support to ensure the effective implementation of fundraising initiatives, including peer-to-peer fundraising, regular giving, and donor engagement efforts.

The role will be responsible for responding to fundraising and supporter enquiries, supporting community fundraisers, maintaining accurate donor records, and contributing to fundraising communications and events.

Capability in digital fundraising is required, including experience with online fundraising platforms, peer-to-peer fundraising, email marketing, and social media engagement. This position is ideal for someone who is organised, detail-oriented, and passionate about building positive relationships with WCH Foundation supporters while leveraging digital tools to enhance fundraising outcomes.

PRINCIPAL RESPONSIBILITIES

1. **Coordinate community fundraising activities**
2. **Contribute to fundraising campaigns & donor stewardship**
3. **Plan and coordinate fundraising campaigns, events and activities**
4. **Create and contribute to donor and fundraiser communications**
5. **Provide administrative support and maintain database records**
6. **Collaborate with internal teams**

DETAILED RESPONSIBILITIES

1. **Coordinate community fundraising activities**
 - Work with the Fundraising Manager to coordinate and deliver community fundraising activities, while also being the first point of contact for fundraising enquiries.
 - Respond to community fundraising enquiries promptly while building and maintaining relationships with fundraisers throughout their journey.
 - Manage the distribution and oversight of collection tins and donation devices, ensuring organisations have the resources and support needed to facilitate donations from the public.
 - Help supporters honour loved ones or celebrate milestones by providing guidance, resources, and assistance to create a meaningful and impactful fundraising experience.

2. Contribute to fundraising campaigns & donor stewardship

- Play a key role in supporting fundraising campaigns, including peer-to-peer fundraising campaigns, direct mail appeals, digital fundraising, and community-led initiatives.
- Provide direction, digital expertise, resources, and encouragement to individuals and groups who are fundraising on behalf of the WCH Foundation.
- Ensure fundraisers represent the WCH Foundation brand consistently and in line with branding guidelines.
- Engage with WCH Foundation donors (including regular supporters) through stewardship activities, ensuring timely and meaningful communication.

3. Plan and coordinate fundraising campaigns, events and activities

- Plan and execute fundraising events, peer-to-peer campaigns, and community engagement activities.
- Provide logistical and administrative support, ensuring smooth event operations.
- Engage with event participants and fundraisers, offering guidance and encouragement.
- Coordinate post-event follow-ups, including thanking participants and gathering feedback.

4. Create and contribute to donor and fundraiser communications

- Contribute to the development of supporter communications, including emails, newsletters, and social media updates related to fundraising activities.
- Assist in developing and maintaining community fundraising toolkits and resources.
- Collaborate with the fundraising and marketing teams to help create engaging and effective fundraising messaging.

5. Provide administrative support and maintain database records

- Assist the Data team, where necessary, in responding to regular donor requests, ensuring timely and accurate support.
- Ensure donor and fundraiser records are accurately maintained in the Raiser's Edge NXT CRM, ensuring precise tracking, management, and reporting of relationships and activities.
- Contribute to, and document, fundraising guidelines and processes.
- Maintain accurate and up-to-date fundraising data to support reporting and analysis.
- Contribute to budget planning and financial tracking
- Assist in preparing reports on fundraising activities and outcomes.

6. Collaborate with internal teams

- Work closely with colleagues in fundraising, marketing, data and support to beneficiary teams to support shared initiatives.
- Identify opportunities to enhance supporter engagement and fundraising growth.
- Provide general administrative support to the fundraising team as needed.
- Provide regular updates on fundraising activities and initiatives to the wider team.

PERSON SPECIFICATION

Essential

- Previous experience and/or tertiary qualifications in fundraising, marketing, communications, or events.
- Commitment to the Foundation's values and a working style that reflects these.
- Display a high level of maturity and ability to exercise discretion in dealing with sensitive information and maintaining confidentiality.
- Understanding of donor engagement and community fundraising principles.
- Strong interpersonal and communication skills (written and verbal).
- Excellent organisational skills with attention to detail and ability to prioritise tasks.
- A proactive and supportive approach to problem-solving and supporter engagement.
- Demonstrated ability to work collaboratively, build rapport and motivate others.
- Proficiency with relational databases (Raiser's Edge NXT experience preferred), and high competence with Microsoft Office Suite.
- Aptitude for learning digital fundraising platforms, tools and strategies.
- Willingness to learn and contribute to a team-oriented fundraising environment.
- Hold a current driver's licence.

Desirable

- Experience of working in the not-for-profit sector.
- Experience assisting with event coordination or campaigns.
- Knowledge of online fundraising platforms, peer-to-peer fundraising, and social media fundraising strategies.
- Experience with digital marketing, website content management, or data analysis tools (such as MailChimp, RunGopher, WordPress, Google Analytics).

OTHER DUTIES

- Other duties 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.
- Must be prepared to attend relevant meetings with staff and educational activities as required and to participate in the appraisal process.
- Must be prepared to attend WCH Foundation events as and when required.

SPECIAL CONDITIONS

- Some out of hour's work may be required.
- May be required to travel intra/interstate.
- Employment is dependent on consent to undergo a Working with Children Check prior to commencement and when expired.

Fundraising Officer

Position Description

- Employment is dependent on satisfactory National Police Check at commencement and every 3 years.

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. Informal market reviews will be conducted from time to time to ensure the remuneration is competitive.

Performance reviews will be conducted annually.

KEY PERFORMANCE INDICATORS (KPIs)

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

The WCH Foundation supports employee participation in related education opportunities.