



POSITION DESCRIPTION

POSITION DESCRIPTION			
Position Title	Mid-Level Donor Co-ordinator		
Location	Richmond Victoria		
Reports to	Donor Relations Manager	Employment	Part time
Department	Marketing and Fundraising	Direct Reports	N/A
	SUPERVISOR/MANAGER	HR	
SIGNED			
DATE			
Position Purpose:	<p>As an experienced relationship developer, you will build and develop relationships with Mid-Level philanthropic donors to positively influence their ongoing commitment and grow the overall level of giving contributions You will implement the Mid Donor engagement strategy which will incorporate; events, mail and email and identify new and innovative ways of deepening engagement and soliciting further income to transform them into the next tier of strong committed major donors.</p> <p>You will work with experienced suppliers to deliver these campaigns and events.</p>		
Position Tasks and Responsibilities	<ul style="list-style-type: none"> • Work with the Fundraising team (Donor Relations Manager, Coordinator Campaigns & Appeals and the Database Specialist) to design and incorporate direct mail and online appeals into the Mid Donor solicitation strategy • Work with Fundraising Team to wealth screen, and identify and steward Mid Donors into the Major Donor pipeline • Engage leadership and key program staff with the Mid Donor program • Meet budget income and development targets • Report on key metrics for growth in Mid Donor income, and ensure relevant database/s are maintained to achieve a high standard of relationship management • Identify and evaluate new fundraising opportunities through testing and innovation and keeping abreast of industry trends 		

Working Relationships:	<p>External</p> <ul style="list-style-type: none"> • Supporters, donors, volunteers and corporates; and • Suppliers and contractors <p>Internal</p> <ul style="list-style-type: none"> • RFDS Vic Marketing and Fundraising Team • RFDS staff members • RFDS Richmond office volunteers • Interstate RFDS fundraising personnel
-------------------------------	---

Key Performance Indicators:	<table border="1"> <thead> <tr> <th style="text-align: center;">KPI</th> <th style="text-align: center;">Measure</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;">Growth of the number of the Mid-Level Donor Stream</td> <td>Meet budget income and development targets.</td> </tr> <tr> <td style="vertical-align: top;">Increase in revenue from the Mid-Level Donor category</td> <td> <p>Report on key metrics for growth in Mid-Level Donor income</p> <p>Demonstrate ability in managing direct marketing projects, including design, personalisation and production of materials.</p> <p>Ensure Raiser’s Edge is maintained to achieve a precise and accurate database</p> <p>Motivate existing donors to continue to donate</p> <p>Acquire and inspire new mid-level donors to the major donor pipeline</p> </td> </tr> <tr> <td style="vertical-align: top;">Stakeholder Relations</td> <td>Engage and work with a variety of stakeholders including donors, staff and senior executives</td> </tr> <tr> <td style="vertical-align: top;">Team Contribution and Organisational Culture</td> <td>Actively contribute to a collaborative team and organisational culture through full participation in meetings, donor events and organisational projects</td> </tr> <tr> <td style="vertical-align: top;">Financial Management & Reporting</td> <td>Maintain a high level of record keeping and report on fundraising activities utilising Raiser’s Edge and Raiser’s Edge NXT to track and manage relationships, income and reports. Responsibly manage budget, reporting each</td> </tr> </tbody> </table>		KPI	Measure	Growth of the number of the Mid-Level Donor Stream	Meet budget income and development targets.	Increase in revenue from the Mid-Level Donor category	<p>Report on key metrics for growth in Mid-Level Donor income</p> <p>Demonstrate ability in managing direct marketing projects, including design, personalisation and production of materials.</p> <p>Ensure Raiser’s Edge is maintained to achieve a precise and accurate database</p> <p>Motivate existing donors to continue to donate</p> <p>Acquire and inspire new mid-level donors to the major donor pipeline</p>	Stakeholder Relations	Engage and work with a variety of stakeholders including donors, staff and senior executives	Team Contribution and Organisational Culture	Actively contribute to a collaborative team and organisational culture through full participation in meetings, donor events and organisational projects	Financial Management & Reporting	Maintain a high level of record keeping and report on fundraising activities utilising Raiser’s Edge and Raiser’s Edge NXT to track and manage relationships, income and reports. Responsibly manage budget, reporting each
	KPI	Measure												
	Growth of the number of the Mid-Level Donor Stream	Meet budget income and development targets.												
	Increase in revenue from the Mid-Level Donor category	<p>Report on key metrics for growth in Mid-Level Donor income</p> <p>Demonstrate ability in managing direct marketing projects, including design, personalisation and production of materials.</p> <p>Ensure Raiser’s Edge is maintained to achieve a precise and accurate database</p> <p>Motivate existing donors to continue to donate</p> <p>Acquire and inspire new mid-level donors to the major donor pipeline</p>												
	Stakeholder Relations	Engage and work with a variety of stakeholders including donors, staff and senior executives												
Team Contribution and Organisational Culture	Actively contribute to a collaborative team and organisational culture through full participation in meetings, donor events and organisational projects													
Financial Management & Reporting	Maintain a high level of record keeping and report on fundraising activities utilising Raiser’s Edge and Raiser’s Edge NXT to track and manage relationships, income and reports. Responsibly manage budget, reporting each													

	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: center;">month on budget accountabilities</td> </tr> </table>		month on budget accountabilities
	month on budget accountabilities		
Qualifications and Experience:	<ol style="list-style-type: none"> 1. Experience in working in a not for profit organisation. 2. Experience in coordinating engagement events/functions. 3. Experience in Mid or Major Donor stewardship and cultivation. 4. Experience in using Raiser’s Edge or similar moves management / CRM system is an advantage 		
Skills, knowledge, mandatory requirements and competencies	<ol style="list-style-type: none"> 1. Experience in coordinating fundraising programs (or similar) and proven success in donor/customer cultivation and stewardship. 2. Ability to establish and monitor budgets. 3. Demonstrated ability in using data and segmentation to tailor communications and drive response. 4. Demonstrated ability in managing direct marketing projects, including the design, personalisation and production of materials. 5. Demonstrated ability in creating compelling donor proposals and stories to solicit large gifts. 6. Excellent written and verbal communication skills, including strong presentation skills. 7. Excellent interpersonal and communication skills and demonstrated ability to network, inspire others and build relationships with a variety of people including high net worth individuals and senior management. 8. A professional, entrepreneurial and resourceful style with the ability to work independently and as a team player, to take initiative and manage multiple tasks and projects at a time. 		