POSITION: Coordinator, Donor Relations

GROUP: Fundraising and Marketing, Australian Partnerships Team

SYNOPSIS: Responsible for increasing UnitingWorld’s funding through relational fundraising. By cultivating a strong cohort of donors, prospects and contacts you will support UnitingWorld’s goal to overcome poverty and enabling discipleship and faith-filled action.

REPORTS TO: Australian Partnership Manager, Head of Fundraising Communications

DATE: April 2019

About UnitingWorld

UnitingWorld is an agency of the National Assembly of the uniting church in Australia. With a shared history of nearly 200 years, our goal is to see lives changed both in Australia and internationally. UnitingWorld connects people and church communities in Australia, the Pacific, Asia and Africa to partner in God’s mission: overcoming poverty and enabling discipleship and faith-filled action.

About UnitingWorld, Head Office, Sydney

UnitingWorld national head office is located on Pitt Street Sydney. The following functions are driven from this office:

- Strategy, business planning and management for the overall Agency
- Strategy, business planning and management for Projects
- All financial management
- All communications
- All community relations and communications

Our team members, come from diverse backgrounds, and work to both engage and deliver results for our partners, their communities and our supporters, while at the same time maintaining close ties to the grass roots and congregational community that supports us.

At all times we work to continue to deliver a high degree of intimacy with UnitingWorld – that is the people that contact us know, without doubt, how grateful we are for their support and appreciate that it is their actions that ultimately enable us to continue to connect communities for life.

About the Role
Coordinator, Donor Relations is responsible for driving and managing the day to day relational fundraising needs and communication touch points for a cohort of Major and Mid-range donors, with a key focus on increasing lifetime value of donors, increasing revenue and building the supporter base. Working with the Australian Partnership and Fundraising and Marketing team, this role is instrumental in ensuring the long term financial sustainability of the organisation.

In this context this role is responsible for meeting the following objectives:

i) Alongside the Australian Partnership team, plan and execute donor development strategies intended to grow broad-based community and congregational support for UnitingWorld.

ii) Drive and execute UnitingWorld’s fundraising strategy, with a focus on building the donor base.

iii) Implement relational strategies for retaining supporters through a variety of different channels such as phone, face to face and email.

iv) Work closely with the Database Administrator, to optimise retention of supporters and inform future strategies to target best prospects with optimal lifetime value in mind.

v) Work closely with the Head of Fundraising Communications and Australian Partnership Manager to ensure optimal results are achieved across all fundraising programs and pathways in place for conversion to extended individual giving.

vi) Ensure all data is managed within our CRM environment.

vii) Deliver presentations to groups and individuals with the view of growing UnitingWorld funding.

viii) Manage and develop the appropriate communication materials to support this function.

ix) Ensure consistency of all messages delivered to our donors, the community and our partners.

x) Ensure UnitingWorld is seen as an ethical and responsible partner.

xi) Ensure the successful execution of fundraising organised by UnitingWorld.

Performance is based on the ability to secure and foster long term, mutually beneficial relationships for UnitingWorld.

**Key Deliverables:**

**Donor Relationships**

- Development and maintenance of relationships with UnitingWorld prospects.
- Manage and develop strategies designed to grow Bequests and Major Gifts through contact with existing, lapsed and newly acquired donors.
- Effective stewardship of an existing group of ‘Managed Donors’.
- As needed deliver content to engage potential donors of UnitingWorld.

**Congregational Relationships**

- Cultivate and nurture existing relationships to increase support to UnitingWorld through congregational engagement.
- Manage and grow UnitingWorld’s congregational support, through effective engagement.
- Ensuring all presentations are delivered on time and with a strong return on investment.
- Set appropriate long-term success metrics (e.g. ROI, attrition, cost per donor, income, lifetime value), and monitor and report accordingly.
- Strengthen, grow and leverage each relationship including new prospects to drive increased financial benefit for UnitingWorld.
- As part of the overall fundraising budget, provide input into the Australian Partnerships Team.
o Ensure our relationships with our donors, the community, suppliers and partnerships are efficient and cost-effective and they understand our values and will champion UnitingWorld.
o Facilitate opportunities for UnitingWorld’s involvement in partnership with the community and with our partnerships.
o Ensure all fundraising data is captured through the UnitingWorld’s CRM to drive acquisition and retention strategies.
o Ensure processing procedures are implemented to ensure data integrity and consistency and that data is captured accurately for fundraising analysis and reporting.
o Work closely with the Database Administrator and external suppliers on data analysis, to obtain data insights that inform strategy and plans.
o Develop and manage relevant processes, policies and procedures. This includes: any contractual arrangements, renewals, evaluation reports, financial reporting, and risk and issues management.
o Continue to develop Australian Partnerships operating principles and procedures to internal and external stakeholders.
o Advise on opportunities to grow the UnitingWorld brand through Australian partnership and effective relational strategies.
o Develop monitoring and evaluation standard practice for Australian partnership engagements.
o Work closely with the Manager, Australian Partnerships to ensure a high standard of financial and commercial accountability for the relevant fundraising activity.
o Work with the Fundraising and Marketing team to ensure all communication strategies for UnitingWorld are successful.
o Work on any additional projects as directed by Manager, Australian Partnerships and Head of Fundraising Communications.

Leadership & Management

o Work with the Head of Fundraising Communications and Manager, Australian Partnerships to contribute to the strategic direction of UnitingWorld.
o Provide input into the relational fundraising strategic plan and budget, monitor progress against these.
o Actively engage with all teams across UnitingWorld and other Uniting Church agencies as needed.
o Ensure HR policies and procedures are adhered to within UnitingWorld.
o Ensure alignment with UnitingWorld core values.

People Development

o Contribute to performance reviews for peers and managers, by providing appropriate comments.
o Implement own development plan, created as part of the performance review process.
o Identify and attend training and development programs that support the development of your career.

Financial Planning and Management

o Assist in the preparation of the annual budget as it relates to the strategic plan through income streams and associated costs.
o Assist Manager, Australian Partnerships in the administration of the relevant budget and exercise financial delegation for expenditure within your approved budget.

o Ensure all costs associated with any activities undertaken by you are approved accordingly and reported accurately.

o Work closely with Manager, Australian Partnerships to ensure forecasts and budgets are monitored and to ensure financial transparency to our supporters.

Innovation

o Innovation at UnitingWorld means embracing a process of constant evolution and a mindset that is flexible, creative and that yields positive results.

o Keep informed of relevant changes within the UCA, not-for-profit and commercial sector, contributing to UnitingWorld’s mission and growth objectives, by embracing new opportunities to address relevant issues.

o Seek feedback from stakeholders and peers to generate ideas for improving processes, products and services both internally and externally.

o Lead by example to ensure the Australian Partnership Team are practicing a culture that is open to new ideas and adaptive to change.

Knowledge Specifications

o Tertiary qualifications in Communication or Fundraising preferred.

o Minimum 2 years’ experience in fundraising and understanding of NGOs and not-for-profit organisations preferred.

o Demonstrated ability of relationship building within the Uniting Church preferred.

o In-depth fundraising knowledge and demonstrated fundraising success in direct marketing.

o Experience in partner/stakeholder liaison with strong interpersonal skills and a capacity for conflict resolution, relationship management and diplomacy.

o Strong time management skills with the proven ability to manage several projects at once, make sound judgments, prioritise work and to work under pressure to meet tight deadlines.

o Demonstrated ability to engage, support and build relationships with team members and build effective relationships across UnitingWorld.

o Knowledge of and experience with CRM databases and data analysis.

o Demonstrated ability in generic computer packages such as Microsoft Office, internet, databases and social networking platforms.

Person Specifications

o Strong liaison and negotiation skills to secure, support and maintain relationships

o Pro-active and highly motivated self-starter

o Strong leadership and interpersonal skills

o Strong passion to work with communities and fundraise

o Collaborative

o Confident

o An ability to make decisions in a timely manner

o Professional presentation

o Strong oral and written communication skills

o Strong project management and administrative

o Results orientated – committed to achieving targets