

POSITION DESCRIPTION

Position Title:	National Fundraising Coordinator
Classification:	Non-award, annual salary range including superannuation guarantee: \$75,000 - \$105,000 (dependent on experience) Additional benefits: salary sacrifice benefit, 5 weeks annual leave, leave loading, travel allowance, Employee Assistance Program, remote and flexible working options
Status:	Full Time preferred
Location:	Darwin (Remote options available, the role is Australia-based)
Reports to:	This position will report directly to the Communications and Philanthropy Manager and will collaborate closely with other functional departments, program managers, and external partners.
About AMRRIC:	AMRRIC (Animal Management in Rural and Remote Indigenous Communities) is a not-for-profit organisation dedicated to improving the health and wellbeing of remote Aboriginal and Torres Strait Islander communities and their companion animals. Guided by a One Health approach that acknowledges the interconnection between human, animal, and environmental health, AMRRIC partners with communities to develop sustainable animal management strategies and provide access to veterinary services and education programs.
Role function:	<p>As a member of the Communications and Philanthropy team, this vital and varied role will implement AMRRIC's fundraising strategy to contribute to the financial sustainability that enables AMRRIC's remote programs.</p> <p>Drawing on past fundraising experience across Individual Giving, Philanthropy, Gift in Wills or Regular Giving programs, the successful candidate will be responsible for coordinating campaigns and providing communications/marketing support to nurture existing relationships and build new connections with supporters.</p>
Applications due:	8 September 2024
	We welcome applications from all ages and genders, Aboriginal and Torres Strait Islander people, people with disabilities, LGBTQI+ and diverse ethnic and cultural backgrounds.

CORE DUTIES:

Donor Engagement, Stewardship and Relationship Management

- Build and maintain relationships with existing and potential donors through stewardship

- practices including personalised engagement plans for major donors
- Provide exceptional supporter care ensuring consistent and effective communication, including responding to donor enquiries, managing donor recognition and acknowledgment processes

Fundraising Campaign, and Journey Management

- Implement the fundraising strategy to increase fundraising revenue to meet agreed targets, generate support and awareness
- Coordinate and produce email, telephone and social media fundraising activities and campaigns
- Build and manage stewardship digital engagement journeys
- Coordinate the development of strategic fundraising documentation and collateral to support the fundraising program and increase our reach within the community
- Identify opportunities for innovation and growth, and contribute to test and learn activities
- Liaise with agencies, printers, graphic designers, and other stakeholders as required

Communications and Marketing:

- Ensure that all fundraising communications are aligned with AMRRIC's brand and messaging
- Develop engaging content such as stories, case studies to support fundraising and advocacy efforts
- As part of the Communications and Philanthropy team, when required, contribute to the development of AMRRIC marketing and communications activities, for example, producing newsletters, resources and social media content
- Contribute to the development of appropriate written material for donors and other stakeholders including collateral, proposals and reports
- Assist with the planning and coordination of internal and external events including the roll out of virtual engagement events

Digital Marketing

- Contribute to the maintenance of the AMRRIC website with support from the Communications and Philanthropy Manager
- Contribute to the ongoing development of Salesforce fundraising and marketing functions
- Support digital marketing campaigns across Google Ads and Meta Ads
- Monitor campaign performance and optimise for improvement

Fundraising Data Management, Reporting and Evaluation:

- Contribute to the maintenance of the customer relations management system (Salesforce)
- Maintain accurate records of fundraising activities, donations, donor information, track interactions to support donor database segmentation and measure success
- To inform continuous improvement, monitor, assess and evaluate performance of fundraising activities and provide recommendations to adjust strategies as needed to meet targets and maximise return on investment
- Working closely with the Communications and Philanthropy Manager, provide regular formal reporting of fundraising and communications activity for senior management including:
 - Monthly Metrics Review: Track website traffic, social media engagement, media coverage, and fundraising progress
 - Quarterly Reports: Summarise activities and outcomes, adjusting strategies based on data and feedback
 - Annual Review: Comprehensive evaluation of progress towards strategic goals

Administration:

- Activate and continuously improve AMRRICs fundraising procedures and processes.
- Manage program budgets, track expenditures, and ensure adherence to financial guidelines.
- Perform other administration and office support duties as required.

People and Culture

- Communicate openly, effectively and respectfully with all staff, clients and suppliers in the interests of good business practice, collaboration and enhancement of AMRRIC's reputation
- Provide visible and positive leadership to staff and volunteers
- Lead continuous improvement within the scope of the role duties and contribute to broader organisational continuous improvement practices
- Promote and share knowledge regarding AMRRIC's One Health-focused companion animal management services through representation at public forums, community meetings, and conferences
- Practice cultural humility in order to deliver culturally responsive services
- Maintain and exercise discretion in the use of confidential information
- Participate in regular cultural safety and professional development opportunities
- Maintain relevant knowledge around animal management

SELECTION CRITERIA:

Essential

- Previous experience in a not-for-profit environment is essential
- Experience using Client Relationship Management database(s)
- Previous experience in paid social management is highly desirable
- Proficiency in digital marketing and marketing systems
- Excellent verbal and written communication skills
- Time management skills, ability to set priorities, and meet deadlines
- Highly organised and detail oriented
- Ability to work independently on multiple projects with minimal supervision, apply good use of initiative, decision-making and problem-solving skills
- Strong interpersonal skills with demonstrated ability to build strong and enduring relationships and communicate effectively with stakeholders including partners, community members and supporters

Desired

- Previous experience working with Aboriginal and Torres Strait Islander communities is desired but not essential
- Experience in planning and executing fundraising activities and campaigns
- Demonstrated success in securing funds from diverse sources
- Excellent administrative skills with the ability to understand and process complex tasks and procedures
- Ability to develop content for multiple digital channels
- Proficiency with design programs highly regarded
- Event coordination skills and experience
- Enthusiasm to contribute to the health and wellbeing of remote Aboriginal and Torres Strait Islander communities
- Passion for companion animals, animal health and wellbeing

Scope

- Flexibility and willingness to travel and stay in remote communities occasionally
- Work additional hours as required, with notice
- Commitment to work outside standard office hours for key events

Requirements

- 4+ years' relevant experience in marketing or fundraising and/or relevant qualifications in Marketing, Digital Media, Fundraising, or Communications
- Ability to obtain a non-disclosable National Police Criminal History Check
- Working with Children check valid across jurisdictions, or the ability to obtain such

Manager Name:

Signature:

Date:

Employee Name:

Signature:

Date: