

POSITION DESCRIPTION

Position Title:	National Fundraising Coordinator
Classification:	Non-award. Annual Salary including superannuation guarantee: \$100,000 (plus travel allowance, leave loading and additional salary package conditions)
Status:	Full Time
Reports to:	Head of Philanthropy and Engagement
Role Function:	This vital role will help to grow AMRRIC's philanthropic and fundraising community to allow the organisation to achieve its goal of ensuring all people in rural and remote Aboriginal communities feel proud, safe and secure through improved animal and human health.

A member of the Philanthropy and Engagement team, the successful candidate will support the implementation and coordination of the AMRRIC philanthropy and donor engagement strategy. You will be responsible for assisting with acquisition campaigns and creating and delivering new opportunities to deepen engagement with existing supporters, including driving growth of the AMRRIC Allies monthly giving program.

The National Fundraising Coordinator will be responsible for implementing the community fundraising strategy by engaging and supporting individuals and organisations to participate in and raise funds through community fundraising campaigns.

CORE DUTIES:

Stewardship and Engagement

- Maintain a communications, events and engagement calendar for the organisation that supports content and advocacy goals.
- Assist with the planning and coordination of internal and external events including the roll out of virtual engagement events.
- Ensure social media followers are served relevant engagement content.
- Manage the implementation of supporter journeys.
- Oversee the development of appropriate written material including collateral, proposals, reports and support material to communicate with donors and partners, in conjunction with the Graphic Design Officer.

Campaigns

- Identify opportunities for innovation and growth, within existing campaigns and new campaigns, and implement test and learn activities in consultation with the Head of Philanthropy and Engagement.
- Liaising with Agencies, Printers, Graphic Designers, Resources Coordinators and other stakeholders to produce campaigns.

- Implementing email, telephone and social media campaigns.
- Working within a supportive and inclusive team environment, you will collaborate effectively with team members ensuring the highest level of service to all stakeholders.

Community Fundraising

- Deliver a portfolio of Community Fundraising campaigns to raise funds and generate support and awareness to meet agreed targets.
- Engage, support and coordinate community led fundraising activities, helping to increase fundraising revenue from this stream.
- Provide exceptional support to fundraisers by responding to enquiries, assisting with campaign planning, and implementing the supporter stewardship strategy.
- Develop communications and resources, including identifying and securing engaging content from the community.
- Oversee the development of the Aussie Made Gifts products and design, build and maintain new products to increase our reach within the community;
- Be responsible for the ongoing development of Raisely.

Digital Marketing

- Manage digital marketing campaigns through the utilisation of Google Ads, Google Grants and Meta Ads. Monitor campaign performance and optimise for improvement.
- Review and analyse Google Analytics metrics and SEO metrics to continue to improve performance of digital marketing strategy.
- Maintain, update and uplift the AMRRIC website.

Administration and Reporting

- Activate AMRRICs fundraising procedures and processes.
- Develop and maintain the customer relations management system to ensure that it appropriately supports fundraising and partnership activities, including donor database segmentation.
- Monitor the donations and information inbox and provide exceptional customer service.
- Assess and evaluate fundraising, communications and event activities including reporting on social media engagement and website traffic to inform continuous improvement.
- Contribute to fundraising reporting and recommendations including evaluation of agreed targets for return on investment.
- Manage program budgets, track expenditures, and ensure adherence to financial guidelines.
- Perform other administration and office support duties as required.

Advocacy & Stakeholder Engagement

- Ensure AMRRIC fundraising materials educate the wider community and key stakeholders to have a better understanding of the relationship between Aboriginal and Torres Strait Islander people and their companion animals.
- With the support of management, develop strategic fundraising documentation to grow AMRRIC's publications, fundraising and marketing materials.
- Where possible and appropriate, ensure AMRRIC is represented professionally at public forums, community meetings, and conferences.
- Practice cultural humility in order to deliver culturally responsive services.
- Work with team members to develop stories, case studies and awareness raising material for the promotion of the work of AMRRIC.

- Maintain and exercise discretion in the use of confidential information.

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 on remote programs where required.
- Lead continuous improvement within the scope of the role duties and contribute to broader organisational continuous improvement practices.

Professional Development

- Participate in regular cultural safety and professional development opportunities.
- Maintain relevant knowledge around animal management.
- This position will report directly to the Head of Philanthropy and Engagement and will collaborate closely with other functional departments, program managers, and external partners.

SELECTION CRITERIA:

Relevant Experience

- Previous experience in a not-for-profit environment is essential.
- Experience using Client Relationship Management database(s).
- Excellent administrative skills with the ability to understand and process complex tasks and procedures.
- Technologically savvy and digitally literate, highly proficient with Microsoft Office Suite.
- Motivated, self-starter with a focus on attention to detail.
- Ability to develop content for multiple digital channels.
- Event coordination skills and experience.
- Ability to work independently on multiple projects with minimal supervision, apply good use of initiative, decision-making and problem-solving skills.
- Time management skills, ability to set priorities, work within time frames and meet deadlines.
- Ability to build strong and enduring relationships with community members and supporters, and quickly build rapport.
- Strong written and interpersonal skills with demonstrated ability to communicate effectively with different stakeholders.
- Excellent verbal and written communication skills.
- The ability to relate to, motivate and empathise with a range of people from different backgrounds.
- Enthusiasm for and commitment to animal health and wellbeing.
- Passion around health and wellbeing in remote Aboriginal and Torres Strait Islander communities.

Scope

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

Educational Requirements

- 3-4 years' relevant experience in marketing or fundraising and/or relevant qualifications in Marketing, Digital Media, Fundraising, or Communications.
- Manual, unrestricted driver's license.
- 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: