

**Position Title:** Fundraising Coordinator  
**Location:** SEQ  
**Employer:** Bravehearts  
**Terms:** Permanent Full Time  
**Reports to:** Head of Community Engagement



### **Our Vision**

To make Australia the safest place in the world to raise a child.

### **Mission Statement**

Our Mission is to prevent child sexual assault in our society.

### **Guiding Principles**

Our Guiding Principles are to, at all times, do all things to serve our Mission without fear or favour or compromise and to continually ensure that the best interests human rights and protection of the child are placed before all other considerations.

### **Guiding Values**

Our guiding values are to at all times do all things to serve our Mission with uncompromising **integrity, respect, energy** and **empathy**, ensuring fairness, justice and hope for all children and those who protect them.

### **Purpose of Position:**

The Fundraising Coordinator is responsible for coordinating fundraising campaigns from concept to execution including direct marketing initiatives and events.

This role also coordinates, navigates and maintains Bravehearts donor database ensuring its accuracy and usability.

### **Term of Appointment:**

Full time, Permanent

### **Reporting Relationships**

This position reports to the Head of Community Engagement.

### **Key Tasks, Responsibilities and Performance Indicators**

#### **Fundraising**

- Plan and deliver fundraising appeals in line with strategic objectives and KPI's;
- Coordinate fundraising initiatives for key Bravehearts campaigns such as White Balloon Day and the Bravehearts 777 Marathon;
- Grow the existing regular donor program;
- Provide regular reporting on Bravehearts' portfolio of donors; and
- Work in close collaboration with all members of the Community Engagement and Fundraising team and key internal stakeholders.

#### **Communications**

- Devise and manage strategic email marketing campaigns that will increase supporter and donor retention;
- Develop and implement annual communication plans including supporter gratitude & regular newsletters;
- Prepare engaging written content for email and direct mail campaigns in line with Bravehearts guidelines;
- Contribute to Social Media content creation; and
- Test and report on various strategic communications elements to grow engagement and effectiveness of fundraising communications.

#### **Database Management**

- Manage campaign data including segmentation, analysis and reporting from the Donor database;

- Maintain processes and procedures to ensure data integrity;
- Coordinate integration of data sources such as CRM, third party marketing tools, online fundraising platforms and offline data collection methods; and
- Provide insight and contributions to the organisational IT plans where they relate to fundraising and donor communications.

**Personal Specifications:**

**Qualifications/Experience**

- Bachelor degree in Marketing/Communications
- Previous experience in use of complex CRM systems
- Previous experience in fundraising or strategic marketing

**Personal Qualities**

- High level attention to detail
- Ability to quickly learn and adapt to new software, tools and systems
- A desire to constantly learn, improve and adapt and openness to feedback and development
- A happy and positive disposition and a 'can do' attitude
- Personal values of integrity, empathy, energy and respect

**Skills and Abilities**

- High level of written and verbal communication skills, including the ability to write professional correspondence and to articulate complex messages;
- Advanced use of Microsoft office suite and strong keyboard skills;
- Intermediate use of Adobe Suite (*Desired not essential*)
- Working with Children (Blue Card), valid Driver's Licence and willingness to obtain a National Police Certificate are essential to this role

I, \_\_\_\_\_ acknowledge that I have no past or pending convictions or allegations in relation to harming a child or acting inappropriately toward them nor have I ever deliberately harmed a child or acted inappropriately toward them. I have read, agree and understand my position description. I declare that there is no medical or other condition which would stop me from undertaking the duties listed.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

