

## POSITION DESCRIPTION

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<b>Position:</b>	Fundraising Officer	<b>Prepared By:</b>	Janet Cameron
<b>Job Holder:</b>		<b>Date:</b>	
<b>Reports To:</b>	Fundraising Manager	<b>Approved By:</b>	
<b>Unit:</b>	Partnerships Team	<b>Date:</b>	
<b>Location:</b>	Melbourne	<b>Version:</b>	

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### SCOPE and PURPOSE

United Way is one of the world's largest privately funded non-government organisations (NGO) working in over 41 countries. With more than 125 years of global experience (over 50 years in Australia), United Way Australia's (UWA) strategy is to build on its social innovation and take the organisation's Community Impact to scale in communities across Australia.

Our mission is to mobilise communities to create lasting change in conditions that improve lives in the areas of income, education and health. We achieve this in partnership with corporates, individuals and communities who provide resources (both financial and non-financial) and volunteers.

The Fundraising Coordinator will assist the Fundraising/Resource Development Team across a broad range of areas with a particular focus on:

- Research, coordination and submissions to funding bodies including Trusts and Foundation
- Coordination of materials, record keeping and events for major donors
- Support key internal stakeholders, including United Way Australia's Melbourne Council
- Contribute to revenue generation activities of the Resource Development team
- Support the Melbourne office staff and office in general activities as required
- Supporting the delivery of fundraising programs/appeals as needed.

### KEY ACCOUNTABILITIES

#### Culture and Leadership

- In liaison with the National Community Impact Team and National Partnerships team, help plan, coordinate and grow income from Philanthropic funders
  - Identify Trusts and Foundations and other funding sources
  - Coordinate applications ensuring timely submissions and reporting
  - Ensure clear records are kept
  - Ensure relationships are built with key philanthropic funders by providing support to staff who are relationship managers
  - Institute and manage stewardship program for philanthropic funders including reporting and communication support.
- Help coordinate United Way Australia's Individual giving and major gift program
  - Help Identify and cultivate relationships with potential HNWI's, assisting with the development and delivery of creative proposals and relationship development
  - Work closely with key relationship holders to support the development of individual communications plans for Major Donors
  - Support execution of the plans including preparation of materials, recording donor engagement and helping with donor events.
  - Track donor income and retention
- Support the development work of the Melbourne Council.
- Assist with the development or implementation of other fundraising initiatives as needed.
- Work closely with the Fundraising Manager to identify and extend fundraising opportunities in Melbourne
- Maintain relevant records on the UWA donors (customer relationship management (CRM)) systems, Salesforce
- As a member of the Partnerships team, contribute to the teams strategic direction, budget and execution
- Assist with and develop materials/assets for use in UWA communication channels; social media, Annual reports, website etc
- Oversee and report on areas of responsibility
- At all times ensure personal and team behaviour is consistent with UWA's Values

### Relationship Management and Teamwork

- Promote and represent UWA as needed
- Develop cohesive personal and team relationships across the organisation and within the Partnerships Team

### Governance, Compliance and Risk Management

- Carry out responsibilities in line with delegated authority
- Ensure UWA coalitions are supported by good governance practices (i.e. terms of reference, charter and so on)
- Report any non-compliance or risk issues to the CEO, Finance Audit and Risk Committee or the UWA Board.

### Occupational Health & Safety

- Adhere to OH&S obligations and regulation and ensure proper training, induction and procedures are in place
- Implement and monitor equity diversity child safe and staff health and wellbeing policies and procedures with areas of responsibility and delegation

### Limits of Authority and Decision Making

- Authority to spend funds within approval of line manager
- Authority to represent UWA in relevant public and professional forums
- Authority to submit funding applications and fundraising agreements in consultation with Fundraising Manager.

### KEY RESULT AREA & MEASURES

Key Result Area	Measures
	% achievement vs plan
Activities	Total income secured
Financial responsibility	Revenue and expenses vs budget
Relationship management	Feedback from key stakeholders
People development	Nil
Risk management, OH&S & compliance	Nil significant breaches

### PERSONAL SPECIFICATION

	Essential	Desirable
<b>Qualifications</b>		Tertiary qualifications in marketing, communications, human services, health, psychology, education or experience to the same level
<b>Experience</b>	<p><i>Successful demonstrated experience in:-</i></p> <ul style="list-style-type: none"> <li>• Fundraising in a voluntary or professional capacity</li> <li>• Experience with use of CRM/donor management system in NGO environment</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in a similar role in a philanthropic or Human Services organisation</li> <li>• Developing, executing and evaluating, marketing or fundraising initiatives</li> </ul> <p>Developing effective networks and relationships with internal and external stakeholders</p>
<b>Skills &amp; Aptitudes</b>	<p><i>Successful demonstrated evidence of:-</i></p> <ul style="list-style-type: none"> <li>• Developed written and verbal skills</li> <li>• Research skills</li> </ul>	<ul style="list-style-type: none"> <li>• Social media skills.</li> <li>• Conceptual and analytical thinking skills</li> <li>• Highly developed computer literacy skills</li> <li>• Highly developed written and verbals skills; including grant writing skills</li> <li>• Capacity to manage multiple priorities and self-manage</li> </ul> <p>Effective judgement and</p>

		decision making
<b>Knowledge</b>	<p><i>Successful demonstrated:-</i></p> <ul style="list-style-type: none"> <li>• Knowledge in contemporary fundraising practices and best practice donor engagement in the NFP sector</li> <li>• Understanding of donor relationship management, stewardship and communications</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of United Way</li> <li>• Specialist fundraising knowledge in one or more of the following: HNWI's, Philanthropic grant.</li> <li>• Knowledge of relevant regulations and industry standards</li> <li>• Understanding organisational brands and their role in fundraising initiatives</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Exemplary ethics with high work standards</li> <li>• Self starter, able to work autonomously</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>• Demonstrated commitment to UWA mission and values</li> <li>• Culture Fit with organisation and team</li> <li>• Driver's licence</li> </ul>	

Application form:

Selection Criteria	
1. Experience developing, executing and evaluating, marketing or fundraising initiatives	
2. Experience developing effective networks and relationships with internal and external stakeholders	
3. Highly developed written and verbal skills; including grant writing skills	
4. Capacity to manage multiple priorities and self-manage	
5. Effective judgement and decision making	
6. Other experience, skills or attributes which would contribute to exceeding in this role	

Driver's licence y/n

Eligible to work in Australia y/n

Willing to undertake working with children check y/n

Willing to undertake police check y/n