

**POSITION DESCRIPTION**

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<b>TITLE</b>	Fundraising & Communications Coordinator		
<b>REPORTS TO:</b>	Executive Officer		
<b>DIRECT REPORTS:</b>	Nil	<b>STATUS:</b>	Permanent

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**PURPOSE OF ROLE**

Australian Huntingtons Disease Association (Qld) Inc is an incorporated association, a registered charity and public benevolent institution.

The role of Fundraising Coordinator is the implementation of the Fundraising Plan with a primary focus on raising funds from donors and supporters through direct mail, email and digital media channels, major gift person to person representations and successfully making application for grants, trusts, foundations (GTF) and private ancillary funds (PAF).

Key to the role the Fundraising Coordinator will build positive awareness for the brand, mission and service programs, maintain the website, coordinate direct and telemarketing campaigns, social and digital media communications including the coordination of the EveryDayHero.com.au (EDH) relationship and coordinate newsletters, publications and fundraising and awareness events.

The role works closely with the Executive Officer and the Service Support Officer.

**TOP 5 KPI's**

1. Gross and Nett Fundraising Income Achieved across designated income categories:
  - i. Bequests
  - ii. General and Member Donations
  - iii. Direct Marketing Appeals
  - iv. Telemarketing Donations
  - v. Community Fundraising (including EDH)
2. Growth in number of Donors, Donations & Average Donation
3. Successful Grant (GTF) Applications and Income Achieved
4. Quality Content and Timeliness of FR&C Collateral, Publications and eNews
5. Stewardship, Promotion and Development of Bequest Program

The FRC role will be supported and evaluated within a formal Monthly Report framework.

**KEY ACCOUNTABILITIES**

**Planning and Reporting**

- Contribute to and Report against Fundraising and Communications Plan
- Submit Monthly Report identifying and evaluating key areas of achievement, opportunity and risk

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**Grants, Trusts & Foundations, Private Ancillary Funds (GTF)**

- Monitor, evaluate, write or subcontract successful GTF applications
- Maintain a capital and operational “wish list” of items, activities and projects for grant funding
- Liaise with Client Services and EO to ensure GTF Acquittals and acknowledgments are maintained

**Major & Regular Gifts**

- Develop and Implement a Major Gift program to identify, mature and sustain positive relationships with key donors
- Conduct annual Supporters Event

**Bequests**

- Coordinate and mature Bequest Program, honouring the lives and gifts of previous and potential bequest donors

**Telemarketing**

- Liaise with and coordinate (currently WA based-Multi Direct) telemarketing Agency

**Direct Mail**

- Coordinate at least twice yearly Summer and Winter Direct Mail campaigns, liaising with EO for the development of DM strategy, messaging, logistics, financial and statistical evaluation and adaptation

**Donor Lists and Database**

- Oversee and maintain database throughout the organisation

**Website**

- Maintain and continuously improve and update the website including liaising and interfacing with Client Services

**Communications & Publications**

- Coordinate Annual Report (brochure content), annual Printed Newsletter and at least twice annual eNews publications strategically incorporated into Appeal and Membership communication activities and calendar

**Digital, Social Media & Community Fundraising**

- Maintain facebook and other social and digital media opportunities
- Monitor and report monthly on HD activities and commentaries statewide, nationally and internationally
- Optimise EveryDayHero relationship

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**Event Coordination and Optimisation**

- Plan, coordinate, optimise and attend approved fundraising and awareness events

**KEY SELECTION CRITERIA**

Work Experience & Qualifications

SC1 Ideally at least 3 year's experience in a similar role within a charity or cause based membership organisation and with demonstrable experience coordinating or participating within a range of fundraising and donor/supporter development practices, ideally with formal qualifications or credentials in a fundraising or related marketing, journalism or communications discipline

Technical and Applied Skills

SC2 Demonstrable high-level verbal and written communication, planning, coordination, interpersonal and presentation skills supported by strong ICT and database (currently Access & Excel) user and management skills. An experienced and persuasive fundraising, direct marketing and grants writer, practiced at developing and sustaining relationships with donors and supporters, ideally comfortable with digital and social media donor development strategies and tactics.

Aptitude and Fit

SC3 Personable, relaxed and discreet in the workplace; able to adapt to differing management styles. A good listener, happy to engage with clients, their families, friends and carers, directors, members, management, staff and volunteers from a wide range of backgrounds. Able to operate both under close and directive supervision at times, yet with significant initiative and independence on other occasions, projects and responsibilities.

Other

SC4 Ideally bringing additional and augmentative skills and experience in one or a number of areas such as Event Coordination, Media and Public Relations, Newsletters & Publications, Digital Design.

**EMPLOYMENT TERMS & CONDITIONS**

Family friendly, flexible and dynamic workplace; a very small team with a huge and vital state-wide remit and mission to support individuals, families and carers living with or impacted by Huntington's disease.

The following T&C of Employment are subject to confirmation within the Letter of Appointment.

- The position is a permanent 35 hour per week role indicatively rostered 8.30am to 4pm inclusive of an half hour unpaid break Monday to Friday with reasonable flexibility by arrangement with the Executive Officer
- Remuneration based on award conditions of (as at July 2016) currently \$31.78 per hour, (approx. \$58K) plus superannuation and PBI salary sacrifice benefits in accord with company policy
- A six (6) month probationary period and periodic performance evaluation will apply.
- Whilst vehicle parking is not a formal employee benefit, on-site parking is regularly available