

HR	Success Profile	 <p>Guide Dogs NSW/ACT Sight lost, freedom found.</p>
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Role	Relationship Coordinator (Gifts in Wills)
Reports to	Relationship Specialist (Gifts in Wills)
Department	Fundraising, Marketing & Communications
Manages / Supervises	
New Position	April 2019

PURPOSE OF THE JOB:

To develop and co-ordinate the pipeline of supporters who have confirmed that they have included Guide Dogs NSW/ACT in their Will to support the strategy to maintain and grow Gifts in Wills income for Guide Dogs NSW/ACT

KEY ACCOUNTABILITIES:

Key Result Area	
STRATEGY EXECUTION	JOB HOLDER IS SUCCESSFUL WHEN:
Bequestor journey Event participation	<ul style="list-style-type: none"> The multi-channel confirmed bequestor journey is implemented in line with Strategy The confirmed bequestor pipeline is maintained and developed Relationship notes are accurate and up to date and appropriate communications are received by supporters Yearly activity schedules are implemented and executed including events, visits, communications and telemarketing Visits to 10% of the pipeline are undertaken and shared with the Gifts in Wills Relationship Specialist Telemarketing is undertaken to 90% of the pipeline or as determined in the Operational Plan Gifts in Wills advocates are identified and engaged with at events Events are attended and support provided to the events team as required
Key Result Area	
REPORTING	JOB HOLDER IS SUCCESSFUL WHEN:

Monitor, evaluate and report on journey pipeline and maintenance	<ul style="list-style-type: none"> • Relevant data and relationship notes are captured and kept up to date for all activities • Pledged gifts are recorded and reported
Key Result Area	
COMMUNICATION	JOB HOLDER IS SUCCESSFUL WHEN:
Timely information sharing	<ul style="list-style-type: none"> • Regular and timely communication regarding outcomes and opportunities is provided to both internal and external stakeholders • Day to day decision making is undertaken and communicated within authority levels to meet achievement of objectives and KPI's
Key Result Area	
PEOPLE DEVELOPMENT	JOB HOLDER IS SUCCESSFUL WHEN:
Developing team members	<ul style="list-style-type: none"> • Day to day development of team members to enhance and improve skills and performance is undertaken

KNOWLEDGE AND EXPERIENCE REQUIRED TO BE SUCCESSFUL IN THE ROLE:

Essential	Desirable
<ul style="list-style-type: none"> • Experience in GIW fundraising or supporter relationship management • Strong interpersonal and communication skills to establish and manage relationships with a variety of internal and external stakeholders • Highly organised, flexible and able to prioritise tasks and use own initiative • Positive attitude and desire to exceed expectations; • Sound computer skills, including aptitude in MS Word and customer relationship management systems (databases). • Self-motivated and able to work with minimal supervision • Sound attention to detail • Able to manage the physical demands and inherent requirements of the job 	<ul style="list-style-type: none"> • A tertiary degree in Marketing, Communications or similar • Able to continually improve on established processes

[Name]

[Sign]

[Date]
