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| HR | <b>Success Profile</b> |  <p><b>Guide Dogs</b><br/>NSW/ACT<br/><b>Sight lost, freedom found.</b></p> |
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| Role                 | Individual Giving Specialist |
| Reports to           | Manager - Individual Giving  |
| Department           | Fundraising                  |
| Manages / Supervises | N/A                          |
| Date revised         | September 2019               |

## PURPOSE OF THE JOB:

Inspire donors for a single gift through engaging propositions and opportunities to donate to Guide Dogs NSW/ACT. To support integrated and collaborative interactions between the Individual Giving team and other teams toward the achievement of strategic fundraising objectives.

Coordinate all multi-channel single giving campaigns and activities with the objective of achieving budgeted financial and donor targets, with profitability in mind. To ensure single giving donors act on calls to action and understand the impact of their support through the coordination and delivery of dynamic donor journeys with the objective of repeated giving in subsequent campaigns and the development of a pipeline for regular giving and planned giving.

The job holder is a passionate fundraiser, a team player, a dynamic self-starter with stellar communication, analytical, problem solving, project management and creative skills.

## KEY ACCOUNTABILITIES:

| Key Result Area   |   |
|---|---|
| <b>STRATEGY IMPLEMENTATION, SUPPORTER ENGAGEMENT AND ANALYSIS</b>   | <b>JOB HOLDER IS SUCCESSFUL WHEN:</b>   |
| Implement the Single Giving strategy to drive acquisition and retention, revenue growth and increased response to calls to action | <ul style="list-style-type: none"> <li>• Multi-channel Single Giving campaigns and plans are executed across all channels including direct mail, telemarketing, mobile and digital channels to meet annual operational and income targets</li> <li>• Strategies for Single Giving donor acquisition, retention, reactivation and growth campaigns are implemented</li> <li>• Internal sources for engaging case studies and photos for campaigns are identified and qualified. A collection of case studies for future campaigns is coordinated and maintained</li> </ul> |

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|   | <ul style="list-style-type: none"> <li>• The production of collateral and digital assets used in campaigns is coordinated and managed from creative briefs to delivery, and is timely</li> <li>• Working with data analysis, insights and the Data team to oversee data brief development and execution</li> <li>• Working with the Engagement Team to oversee supporter care requirements for campaigns including data capture, processing and management to ensure excellence in the donation experience</li> <li>• Performance is measured against budgets with financial targets, ROIs and KPIs met, shortfalls monitored and necessary action is taken</li> <li>• Post-campaign analysis is undertaken including recommendations for future campaigns</li> <li>• The preparation of Board Reports, reforecasting and other reports for the Manager - Individual Giving is undertaken, as required</li> <li>• There are increased donors on the database with increased loyalty demonstrated through repeat activity, giving and engagement</li> <li>• Donor attrition is reduced and lapsed donors are reengaged</li> <li>• Campaign scripts and procedures, including complaint handling, are agreed, in place and reviewed after each campaign</li> <li>• Work is completed within clear business/operating plans and annual income and expenditure budgets</li> <li>• Customer service, administration tasks and other projects are undertaken, as requested, to support the Individual Giving team</li> <li>• All activities comply with appropriate legal, regulatory and fundraising good practice requirements</li> </ul> |
| <b>Key Result Area</b>  |   |
| <b>PROCESS EFFICIENCIES</b>   | <b>JOB HOLDER IS SUCCESSFUL WHEN:</b>   |
| Develop and maintain processes and procedures for the delivery of the Individual Giving campaigns | <ul style="list-style-type: none"> <li>• Internal processes relating to the Individual Giving campaigns and journeys are efficient, meeting best practice and continuously improved to meet changing conditions</li> <li>• Procedures for the delivery of Individual Giving activities, reporting and analysis of campaigns are maintained</li> </ul>   |
| <b>Key Result Area</b>  |   |
| <b>COMMUNICATION &amp; STAKEHOLDER RELATIONSHIPS</b>  | <b>JOB HOLDER IS SUCCESSFUL WHEN:</b>   |
| Maintain strong relationships and ensure timely information sharing                               | <ul style="list-style-type: none"> <li>• Strong working relationships are developed and maintained across the business, enabling strategic and operational objectives to be met</li> </ul>  |

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|  | <ul style="list-style-type: none"> <li>• Working with a range of external stakeholders, including the development of agency relationships with telephone, creative agencies and fulfilment houses, etc. Agency briefs are clear and agreed in advance</li> <li>• Living the organisational values in all actions in support of the purpose of Guide Dogs NSW/ACT</li> <li>• Focus on the customer/stakeholder/supporter/donor is maintained at all times</li> <li>• Assigned responsibilities are completed and any issues are resolved within a satisfactory timeframe</li> </ul> |
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**KNOWLEDGE AND EXPERIENCE REQUIRED TO BE SUCCESSFUL IN THE ROLE:**

| Essential  | Desirable   |
|--|---|
| <ul style="list-style-type: none"> <li>• An experienced in individual giving fundraising professional with proven experience implementing campaigns across multi-channels and generating income</li> <li>• FIA Code of Conduct completed</li> <li>• Strong interpersonal and written communication skills to establish and manage relationships with a variety of internal and external stakeholders</li> <li>• Intermediate Adobe suite skills</li> <li>• Well-developed copy writing skills</li> <li>• Ability to work well under pressure and manage competing priorities in a fast paced, high volume environment</li> <li>• Ability to be creative, innovative and flexible</li> <li>• Strong attention to detail</li> <li>• Strong project management skills</li> <li>• Problem solving skills to analyse new opportunities and remedy existing inefficiencies</li> <li>• Excellent planning and organisation skills</li> <li>• Reporting and analytical skills</li> <li>• Experience working with Customer Relationship Management systems (databases) and strong Microsoft Office skills</li> <li>• Positive attitude and desire to exceed expectations</li> <li>• Able to manage the physical demands and inherent requirements of the job and complete the tasks and duties as stated</li> </ul> | <ul style="list-style-type: none"> <li>• A tertiary degree in Marketing, Communications, or similar</li> <li>• Current Drivers Licence</li> <li>• A continuous improvement mindset</li> </ul> |

[Name]

[Sign]

[Date]

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