

## POSITION DESCRIPTION

Title of Position:	<b>Marketing &amp; Fundraising Administrator</b>		
Location:	<b>Grafton</b>	Responsible to:	<b>Manager Business &amp; Improvement</b>
Award:	<b>Social, Community, Home Care &amp; Disability Award.</b>  <b>Grade TBD based on qualification and experience</b>	Hours per week:  Delegation Level:	<b>20 hours per week</b>  <b>Level 6</b>

### 1. Agency Statement

Anglicare North Coast (ANC) provides quality social welfare services to the communities of the North Coast of NSW as part of the Anglican Diocese of Grafton and as a member of Anglicare Australia. Our strategic direction for 2020 onwards is to grow our business by building on our culture of excellence and identity as a truly local service provider; developing our social impact through innovation and quality systems; and fostering strong partnerships. Our aim is to bring Hope in Action for people in our communities.

### 2. Broad Purpose of the Position

To support the Manager Business and Improvement in achieving the strategic and financial objectives through developing a sustainable and growing fundraising income stream together with improving brand awareness of ANC across its footprint.

This role will have responsibilities under three broad categories:

- Fundraising Delivery and Implementation
- Marketing and Communication
- Direct Marketing and Individual Giving Fundraising

### 3. Reporting/Working Relationships

This position reports to the Manager Business and Improvement.

The position has no direct reports.

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## 4. Duties and Responsibilities

### Specific

#### Fundraising Delivery & Implementation

- Have a creative approach to fundraising and fundraiser/donor engagement, recognising the special relationship fundraisers and donors have with ANC.
- Liaising with staff to gather information and statistics on ANC projects.
- Coordinating mailings to new and existing donors.
- Maintaining the fundraising platform (eTapestry), files and handling administration.
- Thanking and acknowledging donations within an appropriate time frame.
- Keeping full financial records and coordinating the allocation of donations with the finance team.
- Co-ordinating and developing fundraising and marketing aspects of the new fundraising system.
- Ensuring that reporting, monitoring and evaluation processes are robust and provide the necessary information to the Manager Business and Improvement.
- Maintaining an excellent supporter care programme. Keeping up to date on key trends, best practice and fundraising law.
- Strengthening these areas, adding to the portfolio where needed, finding creative solutions to engage new fundraisers and reactivating lapsed ones.

#### Marketing & Communication

- Ensure ANC has the activity and engagement pieces needed to connect the community with our work and services.
- Increase reach, stakeholder engagement, income and advocacy, to foster long term supporters and growth for ANC.
- Ensure we have the right offerings to engage audiences, including a strong case for support, for donors and supporters.
- Co-ordinate social media channels including Facebook, Instagram, LinkedIn and other relevant platforms.
- Create dynamic written and graphic content for social media.
- Create social media content that promotes audience interaction, increases audience presence and encourages audience participation.
- Analyse and report audience information and demographics, and success of existing social media content/campaigns.
- Use timelines and scheduled content to create a consistent stream of new content for audience interaction while analysing, managing and altering schedules where necessary to optimize visits.

#### Direct Marketing and Individual Giving Fundraising

- Plan, implement and co-ordinate ANC's direct marketing programmes and fundraising relationships with mass (one to many) donors including the using of social media.
- Assist with the development and execution of direct mail/email fundraising campaigns – with specific focus on monthly Newsletters and Fund Appeals
- Prepare and distribute direct mail/email and marketing activity with donors.
- Create, write and execute email campaigns, direct mail appeals and annual campaigns.
- Manage all digital communication with donors relating to e-appeals.

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- Write content for and disseminate engaging Monthly Newsletter.
  - Co-ordinate stewardship efforts by coordinating routine contact with supporters including email, other correspondence and phone outreach on a regular basis.
  - Build and co-ordinate internal and external networks to assist in identification, cultivation and solicitation of donors and support.
  - Nurture and Engage with existing Donors
  - Convert one-off donors into regular givers and increase gift sizes from existing donors. Graduate existing donors towards Legacy givers.

### **General**

- Comply with Federal, NSW and Local Government legislation, regulations, permits and/or by laws.
- Adhere to Anglicare North Coast Policies and Procedures and general conditions of employment.
- Comply with funding contracts, operational guidelines, approved work plans, reporting requirements or task directives.
- Adhere to budgets, delegation levels and administrative and data collection and entry duties, ensuring procedural requirements are met in a timely manner.
- Comply with ANC's WHS requirements, whilst also remaining vigilant in relation to any client/customer related behavioural risk, and contribute to maintaining a safe work environment.
- Maintain confidential client, personnel and organisational information in line with legislative and organisational requirements.
- Work collaboratively to address service improvement requirements resulting from client complaints, stakeholder feedback and/or internal or external evaluation processes.
- Participate in organisational communications and development systems such as email, staff meetings, planning & review days, quality assurance and organisational promotions and events as required.
- Maintain time and attendance leave and higher duty records in accordance with ANC's procedures and lodge within specified timeframes for each pay period.

### **5. Qualifications/Experience**

Tertiary qualifications in Marketing or Communication are desirable together with experience in fundraising administration and cultivation. Other relevant qualifications and experience may be considered.

<b>Key Selection Criteria</b>	<p><b>Essential Criteria</b></p> <ul style="list-style-type: none"> <li>• Minimum Tertiary qualifications in a marketing, communication or related discipline.</li> <li>• Highly developed administrative and organisational skills and the ability to apply attention detail in the context of a high volume of work.</li> <li>• Demonstrated experience coordinating community fundraising programs.</li> <li>• Demonstrated experience fostering relationships with donors and corporate organisations.</li> <li>• Strong verbal and written communication skills and a demonstrated ability to multi-task and manage competing priorities and deadlines.</li> <li>• Strong understanding of database systems (eTapestry preferred), reporting and basic spreadsheet analysis.</li> <li>• High proficiency in Microsoft Office – particularly Word and Excel; and</li> <li>• Desktop publishing experience and basic CMS and Adobe Creative Suite skills.</li> </ul>
	<p><b>Desirable Criteria</b></p> <ul style="list-style-type: none"> <li>• Experience working in Marketing and Fundraising; and</li> <li>• Exposure to, or experience working in the not for profit community sector.</li> </ul> <p><b>Personal Attributes</b></p> <ul style="list-style-type: none"> <li>• Excellent interpersonal and communication skills, both written and verbal, and a proven track record in engaging with a range of stakeholders.</li> <li>• Growth mindset with the ability to actively listen, process feedback, reflect, learn and help others learn</li> <li>• Strong values connection with the ANC Mission, Vision and values and genuine empathetic regard for people</li> <li>• Demonstrated high levels of initiative and self-actualisation</li> </ul> <p><b>Values</b></p> <p>All employees are required to demonstrate the ANC Values:</p> <ul style="list-style-type: none"> <li>• Respect - by recognising the individual, welcoming diversity and nurturing choice</li> <li>• Inclusiveness- by creating supportive relationships and a sense of belonging</li> <li>• Compassion - by being welcoming and showing warmth, hope and empathy</li> <li>• Fairness- by enhancing and sharing our skills, experiences, knowledge and wisdom, with humility and generosity.</li> <li>• Integrity - by acting ethically, honestly and with accountability</li> </ul>

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**6. Special Conditions**

- May be required to work outside normal working hours;
- Eligible to participate in ANC Salary Sacrificing Scheme including use of meal/entertainment card;
- Will be required to undergo Police check and Working with Children check;
- Must be able to provide proof of full Covid 19 Vaccination