

ROLE PURPOSE



Role Title: Gift in Wills Relationship Specialist

Division: Public Affairs

Location: Sydney, Australia

Date: March, 2024

Employment type: Full time, Permanent

Reports to: Head of Bequests

Number of direct reports: None

Leadership Band: Leads Self

Purpose of the role:

The Gift in Wills Relationship Specialist is accountable for the stewardship of our donor pipeline, with a particular focus on our bequest supporters. The role includes strategic planning and operational delivery of the Gifts in Wills stewardship program for this highly valuable donor segment, which is integral to the sustainable future income and alignment of The Foundation's strategic framework.

The Gift in Wills Relationship Specialist will own the outcomes of:

- Working with the Head of Bequests to develop a stewardship donor program to build relationships with bequest supporters that drives movement within the donor pipeline
- Proactively engage with current and prospective bequest supporters through various channels, engaging in conversations around bequests and their impact
- Lead the development and implementation of the recognition and impact program for core bequest donors
- Successfully manage key donor relationships
- Collaborate with the wider DM team to create and deliver communication to core bequest donors that inspire increased engagement, retention and value
- Work with the bequest team and key internal stakeholders across the wider DM team to support a multi-channel marketing approach for our supporters to ensure the delivery of personalized targeted activities
- Collaborate with teams including Programs, Partnerships and Retention to deliver impact reports, recognition and events
- Utilise data insights and keep abreast of industry trends to build relationships with donors and ensure approach is donor-centric
- Track donor communications, actions and feedback in Raiser's Edge
- Other tasks as requested by your Manager

Our Capabilities:

As a member of The Foundation Family you will:

1. Live by the values of The Foundation and support The Foundation's culture, performance and brand.
2. Adhere to all The Foundation's policies and procedures.
3. Strengthen the health, safety and well-being of all/look out for the well-being.
4. Lead, collaborate and contribute in all interactions.



Essential Experience:

- Proven experience in a similar role or in relationship orientated fundraising
- Proven experience of leading a program and co-developing strategic direction
- Experience in developing engaging and inspirational donor communications
- Proven experience in interpreting data on donor/customer behaviour to inform strategy
- Experience working with marketing/fundraising databases

Skills:

- Excellent written and verbal communications skills with a demonstrated ability to effectively listen, negotiate and show diplomacy
- Ability and willingness to build strong relationships with both internal and external stakeholders
- Excellent organisational and time-management skills, including the ability to work under pressure and meet tight deadlines
- Innovative, analytical and able to interpret data to find solutions and drive strategy

Desirable Experience:

- Experience of working in the NGO sector
- Experience in co-ordinating donor direct marketing campaigns
- Working knowledge of Raisers Edge

Qualifications:

Relevant tertiary qualifications in marketing, fundraising or a related field

The position involves:

This position is recognised as having "Contact with Children" either direct or indirect

Travel:

Availability to travel domestically

Additional Responsibility:

Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.

This role purpose defines the broad accountabilities of the positions, which may change based on organisational need. Please refer to the divisional, team and individual work plans for more specific details

To work in The Foundation, you will:

- Be eligible to work in Australia and other regions where you will be based
- Undergo background check including criminal records and qualifications check
- Undergo working with children check for positions that are identified as working with children