ROLE PURPOSE: Acquisition Specialist Regular Giving

Our Vision
We see a world in which no person is needlessly blind or vision impaired.

Our Purpose
We are determined to deliver Fred Hollows’ vision of preventing blindness and restoring sight.

We work around the world so that no one is left behind, and in Australia we work tirelessly to ensure that Aboriginal and Torres Strait Islander people can always exercise their right to sight and good health.

Our priority is to work with communities to improve their own eye health. We do this through life-changing surgeries and treatments, training doctors and health workers, generating new ideas, and pushing for change at all levels – from local to global.

How we value your contribution:

Remuneration package
We aim to provide an overall remuneration package that is attractive and fair. Our global remuneration framework ensures we align to local pay, employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment conditions that are appropriate to our sector.

Salary packaging
We qualify as a health promotion charity so the Australian Taxation Office (ATO) allows us to reimburse you for personal expenses without having to pay any income or fringe benefits tax that would normally be payable. These tax concessions are in addition to the income Tax Free Threshold.

Leave
You will have access to 20 days of paid annual leave each year (pro-rated for part-time employees) and receive 17.5% leave loading when you take annual leave. You will also receive 5 days paid leave between the Christmas and New Year period and other types of leave such as personal (sick or carers’) leave, paid parental leave, long service leave and compassionate leave. In addition, we provide culturally significant leave for employees with commitments under Indigenous and other cultural customs, traditional laws or religions.

Paid parental leave
We provide 14 weeks paid parental leave for primary carers at full pay and 4 weeks paid parental leave for non-primary carers. In addition, upon receipt of notification from the Family Assistance Office, primary carers may access 18 weeks paid parental leave at the statutory rate.

Performance & development
Our performance and development framework enables you to work closely with your manager to plan, manage, and review your performance throughout the year. This approach also enables you to discuss development opportunities and areas for growth.

Learning & development
Our approach to learning and development will enable you to have the information, skills and knowledge needed to do your job. We build the capacity of our people and support you with on-the-job experience, coaching and formal learning.

Leadership
Leadership is a key priority for us. We have customized leadership programs for leaders at all levels that are focused on supporting our people to be inspired, empowered and to make an impact in their work so that together we can achieve our vision.

Study support
We are proud that so many of our people are tertiary educated and we are committed to supporting tertiary education that is relevant to your work through our global study assistance program. Relevant applications for study support are considered annually, providing financial assistance and study days.

Recognition
Our recognition program has been designed to recognize and acknowledge our people who live our values of Integrity, Collaboration, Empowerment and Action, in everyday activities. We recognize our people in three ways: Peer-to-peer, manager recognition, as well as length of service.

Flexible work arrangement
You will have access to flexible work arrangements. We encourage a spirit of mutual flexibility, enabling discussions between you and your manager about maintaining work-life balance.

Equal Opportunity, Anti-Discrimination and Reasonable Accommodation for Persons with a Disability
We provide equal opportunity in employment to people without discrimination based on personal characteristics, which includes: age, breastfeeding, disability, employment activity, gender identity, marital status, physical features, pregnancy, race etc. Reasonable accommodation can be made to allow persons with disabilities to work safely and productively.

Health & safety
We are committed to supporting your health, safety and wellbeing. We have worker Health & Safety Representatives in each of our offices to assist in making your workplace safe.

Employee Assistance Program
You and your family will have access to free external, professional and confidential counselling assistance if you need help with personal, family or employment related matters.

At The Fred Hollows Foundation we offer a career where your talent and energy will help many see tomorrow.

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 which are identified as working with children.

Role purpose defines the broad accountabilities of the positions, which may change based on organisational need.

Please refer to divisional, team and individual work plans for more specific details.
# ROLE PURPOSE

**Role Title:** Acquisition Specialist Regular Giving  
**Division:** Public Affairs  
**Location:** Sydney, Australia  
**Date:** October, 2021  
**Employment type:** Full time, Permanent  
**Reports to:** Acquisition Manager  
**Number of direct reports:** 0  
**Leadership Band:** Manager

## Purpose of the role:

The Acquisition Specialist Regular Giving is accountable for ensuring a high standard of management of the national regular giving acquisition fundraising programs, with the goal of achieving a sustainable income and supporter growth through an innovative and market leading acquisition program portfolio.

The Acquisition Specialist Regular Giving will own the outcomes of:

1. Responsible of managing face to face, telemarketing, digital and DRTV channels to acquire new regular givers. Ensuring best quality standards to retain donors and building strong relationships with external agencies and internal teams.
2. Work with the Acquisition manager in setting up contracts, supply chain review and due diligence checks. Managing PFRA relationship and F2F user group, to be aligned with all recommendations and implement changes when needed.
3. Ensure face to face locations and donor feedback are monitored closely. Deliver high quality training, constant updates and rewarding best performing teams to ensure campaigners are educated and inspired about The Foundation’s work. Monitor attrition closely and ensure actions are taken accordingly.
4. Work closely with the Direct Marketing and Digital team, to implement the Regular Giving journey across all channels and develop communications & material as needed.
5. Manage online lead generation program, with external and internal teams, by ensuring telemarketing agencies have a steady volume each month to acquire new regular givers. Monitor the campaigns by measuring the quality of leads, calling and donor retention. Work closely with FHF digital team to develop new and innovative lead generation ideas.
6. Work closely with the Digital team and Acquisition manager to oversee the recruitment of regular givers via online channels and e-comms. Support the overall online strategy by having an innovative approach by testing messaging, audiences, and website optimisation.
7. Assist with other tasks in Acquisition, such as single giving appeals, reporting, budgets and new projects.
8. Other tasks as requested by your manager.

## Our Capabilities:

**Look Out**

### 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.

### Skills:

- Strong skills and proven ability to work to strict deadlines managing multiple projects.
- Excellent written and verbal communication.
- Excellent attention to detail - written & numerical.
- Strong understanding of excel and strong data analysis and reporting skills.
- Confident presentation skills.
- Innovative mindset and thinking outside the box

## Essential Experience:

- Strong experience in account management and regular giving (3-5 years+)
- Strong experience in analysing results and data to improve programs.
- Demonstrated experience in managing suppliers.
- Experience in budget management.
- Ability to collate, understand and communicate campaign reports and budgets.
- Knowledge of marketing and/or fundraising principles.
- Understanding of direct marketing and/or direct response programs and approaches to customers and/or donors.

### Desirable Experience:

- Previous experience in the NGO or charity sector.
- Experience in working with F2F and Telemarketing.
- Previous donor care and/or customer service experience.
<table>
<thead>
<tr>
<th>Qualifications:</th>
<th>The position involves:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate degree in related field.</td>
<td>This position is recognised as having “Contact with Children” either direct or indirect. This position does not involve “Working with Children” either direct or indirect.</td>
</tr>
</tbody>
</table>

| Travel: as required | Additional Responsibility: Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers. |