## Role Purpose

| Role Title: Marketing Coordinator - Bequest | Division: Public Affairs | Location: CBD, Sydney | Date: 01/3/2022 |
| Employment type: Full time | Reports to: Relationship Manager – Bequest | Number of direct reports: 0 | Leadership Band: Leads self |

### Purpose of the role:

The Marketing Coordinator - Bequest is accountable for the implementation and management of The Foundations’ Gifts in Wills acquisition and retention activities. Engaging and inspiring potential prospects and confirmed bequest donors in meaningful ways is a key focus of this role. Reporting to the Relationship Manager – Bequest, the role feeds into strategic planning and delivers operational activities to ensure growth and success of the program as well as it’s alignment to The Foundation’s strategic framework.

The Marketing Coordinator - Bequest will own the outcomes of

1. Lead and refine the management of our existing bequest prospecting campaigns including telemarketing, direct mail and digital to build a sustainable gifts in Wills pipeline.
2. Feed into the bequest strategy and deliver the operational plan to ensure long term growth of the gifts in Wills program by increasing the pipeline, number of confirmed bequest donors, improve the realization rate and remain innovative.
3. Develop and implement the stewardship of existing prospects and bequest donors through a range of meaningful engagement and retention activities based on data driven insights and industry/sector trends.
4. Work with the Relationship Manager to manage existing above the line activities and coordinate bequest marketing campaigns and activities to identify new opportunities to promote bequest giving to a wider audience.
5. Work closely with the Partnerships, Mid Value Donor and donor retention teams to effectively manage donor segments that cross over both programs, including bequest prospect identification and ongoing stewardship.
6. Build positive high-level connection through strong relationship management skills and relate appropriately with current and potential bequest donors.
7. Work closely with the Relationship Manager to develop and refine The Foundation’s gift in memory program.
8. Work closely with the Donations and Database team and other internal stakeholders to ensure processes are effective and reviewed regularly.
9. 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.

### Essential Experience:

- Experience of working on Marketing and Fundraising campaigns
- Demonstrated experience in supplier management
- Experience in customer service facing roles, particular over the phone
- Experience in developing engaging and inspirational donor communications and co-developing strategic direction
- Proven experience in interpreting data on donor/customer behaviour to inform strategy
- Experience working with marketing/fundraising databases
4. Lead, collaborate and contribute in all interactions.

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<tr>
<th>Essential Skills:</th>
<th>Desirable Experience:</th>
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<td>• Experience with Raisers Edge will be highly regarded</td>
<td>• Eg. Experience in international development &amp; NFP sector.</td>
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<td>• Excellent communication skills (both written and verbal) with a demonstrated ability to effectively listen and show diplomacy</td>
<td>• An understanding of Bequest Marketing and Fundraising</td>
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<td>• Warm, friendly and professional phone manner</td>
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<td>• Demonstrated experience working as part of a team and the ability to work independently</td>
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<td>• Strong time management skills and ability to meet deadlines</td>
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<td>• Intermediate level in Microsoft Office (Excel, Word)</td>
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