

# ROLE PURPOSE



**Role Title:** Relationship Coordinator Bequest

**Division:** Public Affairs

**Location:** Sydney

**Date:** March 2026

**Employment type:** Full time

**Reports to:** Relationship Specialist Bequest

**Number of direct reports:** 0

**Leadership Band:** Leads Self

## Purpose of the role:

The Senior Relationship Coordinator Bequest plays a vital role in supporting the Bequest team by nurturing and expanding a portfolio of confirmed and prospective supporters through personalised, relationship-led engagement. Working closely with the Relationship Specialist, the role contributes to delivering the Gifts in Wills strategy by supporting tailored supporter journeys, meaningful communications and events, accurate CRM management, and effective cross-team coordination, as well as assisting with estate administration.

By championing bequest conversations and ensuring supporters feel valued, informed, and connected to The Foundation's mission to end avoidable blindness, the Senior Relationship Coordinator Bequest helps secure sustainable long-term income for The Foundation and its programs. The role also provides administrative support to the broader Bequest team, including estate management, marketing activities, and activities around the Gift in Memory program.

The Senior Relationship Coordinator Bequest will own the outcomes of:

- 1. Developing** relationships with a portfolio of bequest donors, including timely follow up, welcoming, thanking and personalised stewardship to inspire bequest giving and deepen donors' connections to The Fred Hollows Foundation
- 2. Contacting** supporters who have recently given a gift to The Fred Hollows Foundation to thank them for their gifts, via phone, email and mail, whilst building rapport to ensure each person is thanked, feels valued and understands the important impact their support has.
- 3. Supporting** the Bequest team to deliver key supporter events and Gifts in Wills marketing campaigns such as assisting with mailings, donor survey, digital and telemarketing campaigns, support of the Gift in Memory program and estate administration
- 4. Assisting** with the implementation of the recognition and impact program for Bequest donors, including donor events, mail outs, handwritten notes, special activities to deepen donor engagement
- 5. Recording, Maintaining & Tracking** accurate and up-to-date supporter records, donor communications, actions and feedback in our CRM (Microsoft Dynamics)
- 6. Working** closely with the wider Donations and Database, Retention, Mid Value Donor, Acquisition, Digital and Philanthropy teams regarding donor records including but not limited to statuses and movement
- 7. Providing** general administrative support to the wider Bequest team
- 8. Undertaking** other tasks as requested by your line manager, the Relationship Specialist, and the Head of Bequests

## Our Capabilities:

### As a member of The Foundation you will:

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



### Attributes and Strengths for Success in the Role

- **Curiosity:** Actively seeks to understand people and contexts by asking thoughtful questions and challenging assumptions.
- **Love of learning:** Continuously pursues feedback and new knowledge, applying learning to adapt, improve, and innovate.
- **Social intelligence:** Builds trust and influence by reading dynamics well and adapting communication across diverse stakeholders.
- **Prudence:** Exercises sound ethical judgment, manages risk thoughtfully, and stewards resources responsibly in decision-making.

## Skills:

- Excellent communication skills (both written and verbal)
- Ability to engage a diverse and mature audience with sensitivity, tact, empathy, and cultural competence
- Warm, friendly, professional and articulate phone manner

## Essential Experience:

- Demonstrated experience in a customer service/facing role, ideally over the phone
- Demonstrated basic experience working with CRM databases (ideally marketing/fundraising databases)
- Excellent demonstration of managing priorities across different teams
- Strong Excel skills
- Proven ability to manage multiple projects
- 3+ years' experience in fundraising

## Desirable Experience:

- Donor management experience highly regarded
- Familiar with Gifts in Wills space
- Previous direct marketing experience
- Experience of working in the NGO sector

- Demonstrated ability to work as part of a team and the ability to work independently
- Strong time management skills and ability to meet deadlines

- Experience in outbound calling campaigns
- Working knowledge of Microsoft Dynamics will be highly regarded

**Qualifications:**

Relevant tertiary qualification

**Travel:**

Domestic (if required)

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

**The position involves:**

This position is recognised as having “Contact with Children” either direct or indirect **(note: all positions are classified as having indirect or incidental contact with children)**

This position does not involve “Working with Children” either direct or indirect.

**Additional Responsibility:**

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

**To work in The Foundation, you will:**

- Be eligible to work in Australia
- Undergo background check including criminal records and qualifications check
- Undergo working with children check for positions that are identified as working with children