

## Position Description

<b>Department:</b>	Fundraising
<b>Position Title:</b>	Fundraising Program Officer
<b>Position Level:</b>	Officer
<b>Location:</b>	SLSWA, 7 Delawney Street Balcatta, WA 6021
<b>Main Purpose of Job:</b>	The Fundraising Program Officer is a key position within the small Donor Care team at SLSWA. The role is instrumental in assisting the growth of fundraising programs. The Fundraising Program Officer provides program and administration support for SLSWA's fundraising initiatives, and provides essential and high standard administrative support.
<b>Subordinate Staff:</b>	Nil
<b>Reporting To:</b>	Fundraising and Philanthropy Supervisor
<b>FTE:</b>	1.0

### Position Outline

The Fundraising Program Officer is a vital part of a small Donor Care team within the Corporate Services Department and reports to the Fundraising and Philanthropy Supervisor.

This role will be responsible for advancing fundraising activities to meet growth targets while ensuring donor retention.

They will assist in the coordination and administration of SLSWA's fundraising programs, and enhance internal and external relationships to support donation programs.

#### Key qualities include:

- Experience in a fundraising role with significant understanding of donor or customer engagement
- Detail oriented with excellent organizational skills and high attention to detail
- Eager to add value utilizing existing skills and gain valuable fundraising program experience
- Possess strong written and verbal communication skills
- Experience in planning and coordinating events
- A commitment to a donor centric approach in all SLSWA activities

#### Key duties include:

- Coordinate fundraising programs and events for maximum growth and success
- Cultivate key relationships with internal and external stakeholders
- Manage long term relationships with donors by coordinating donor journey communications
- Coordinate administration functions to support fundraising initiatives
- Keep up-to date and accurate donor records, ensuring the integrity and accuracy of the database
- Coordinate correspondence to donors
- Manage relationships with donors by providing support to donors via phone and email
- Provide additional support of SLSWA's fundraising activities as required

#### Administration – *Coordinate administrative requirements of fundraising programs*

- Provide administration support to ensure fundraising programs run effectively
- Contribute to administration and database functions, including gift entry, reporting, queries, information integrity, and data clean-up projects with the aim of providing current, consistent and accurate data
- Provide regular, detailed program information and data to supervisor
- Ensure donations are processed promptly and receipts sent within desired timeframe
- Assist in development and updating of fundraising procedures

- Assist in donor profiles and prospect research initiatives
- Develop systems to increase efficiencies and improve processes

**Donor Engagement** – *Ensure donors are provided a positive experience in all interactions with Surf Life Saving WA*

- Handle enquiries to donors and other stakeholders in a timely, professional and friendly manner
- Advocate and uphold ethical practices, in communications with donors, stewardship and recognition of gifts
- Coordinate donor communication and materials, including e-news, brochures, articles for website, and compilation of stories demonstrating SLSWA’s impact
- Assist in developing and coordinating donor journey plans to engage donors as long-term supporters
- Collaborate with supervisor to ensure fundraising communications are within SLSWA brand guidelines as required
- Assist with supporter thank you calls
- Identify donors as prospects for individual contact and stewardship

**Fundraising Programs** – *Assist with coordination to ensure maximum success of fundraising programs*

- Assist with coordination of fundraising programs including appeals, regular giving, membership, community, mid-level, major giving and gifts in Wills
- Assist with coordination of donor acquisition and upgrade activities
- Contribute to content planning and sourcing information for fundraising appeals and donor impact stories
- Assist in coordinating fundraising collateral and support material

**Fundraising Events** – *Assist with coordination to ensure maximum success of fundraising events*

- Plan and coordinate fundraising and donor engagement activities and events
- Coordinate identification of invitees, pre-event planning, promotion, marketing collateral development, coordination and post event analysis
- Attend donor engagement and fundraising events to maximize success and develop relationships with donors

<b>Selection Criteria</b>	<b>Essential/ Desirable</b>
<p><b>Knowledge, experience and skills</b></p> <ul style="list-style-type: none"> <li>• Excellent communication and relationship management skills</li> <li>• Advanced skills in general computing programs including Word, Excel, and CRM databases</li> <li>• Demonstrated ability to plan, manage priorities, meet deadlines and problem solve</li> <li>• Proven high-level organisational and time management skills</li> <li>• Excellent interpersonal skills</li> <li>• Ability to uphold a high level of confidentiality</li> <li>• Ability to work unsupervised as well as in a team environment</li> <li>• Experience in donor centric communication</li> <li>• Experience in developing donor and stakeholder relationships</li> <li>• Experience working in the not-for-profit or charity sector</li> <li>• Experience with iMIS database or similar</li> </ul>	<p>Essential Essential Essential Essential Essential Essential Essential Desirable Desirable Desirable Desirable</p>