

HR	<b>Success Profile</b>	 <p><b>Guide Dogs</b> NSW/ACT <b>Sight lost, freedom found.</b></p>
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Role	Engagement Coordinator (Gifts in Wills)
Reports to	Engagement Specialist (Gifts in Wills)
Department	Fundraising, Marketing & Communications
Manages / Supervises	
New Position	April 2019

### **PURPOSE OF THE JOB:**

To implement the Gifts in Wills supporter journeys from identification to confirmed to support the strategy to grow Gifts in Wills income for Guide Dogs NSW/ACT

### **KEY ACCOUNTABILITIES:**

Key Result Area	
<b>STRATEGY EXECUTION</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Supporter journey Pipeline conversion Event participation	<ul style="list-style-type: none"> <li>Multi-channel supporter journeys from identification to confirmed are implemented, coordinated and executed in line with Strategy</li> <li>Performance of journeys and outcomes are monitored and measured</li> <li>Yearly activity schedules are implemented including events, communications and telemarketing</li> <li>On the day leadership is undertaken for events in conjunction with the events team and supports the Engagement Specialist (Gifts in Wills)'s role as MC and presenter</li> <li>Communications in line with supporter journeys are delivered by mail, email, SMS, telemarketing and social media</li> </ul>
Key Result Area	
<b>REPORTING</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Monitor, evaluate and report on supporter	<ul style="list-style-type: none"> <li>Relevant data is captured for all activities for the purposes of analysis and reporting</li> </ul>

journey pipeline and conversions	<ul style="list-style-type: none"> <li>• Pipeline conversion results are analysed and evaluated with strategies to improve conversion strategies</li> </ul>
<b>Key Result Area</b>	
<b>COMMUNICATION</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Timely information sharing	<ul style="list-style-type: none"> <li>• Regular and timely communication regarding outcomes and opportunities is provided to both internal and external stakeholders</li> <li>• Day to day decision making is undertaken and communicated within authority levels to meet achievement of objectives and KPI's</li> </ul>
<b>Key Result Area</b>	
<b>PEOPLE DEVELOPMENT</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Developing team members	<ul style="list-style-type: none"> <li>• Day to day development of team members to enhance and improve skills and performance is undertaken</li> </ul>

## KNOWLEDGE AND EXPERIENCE REQUIRED TO BE SUCCESSFUL IN THE ROLE:

Essential	Desirable
<ul style="list-style-type: none"> <li>• Experience in GIW fundraising, supporter engagement or similar</li> <li>• Strong interpersonal and communication skills to establish and manage relationships with a variety of internal and external stakeholders</li> <li>• Highly organised, flexible and able to prioritise tasks and use own initiative</li> <li>• Positive attitude and desire to exceed expectations</li> <li>• Sound computer skills, including aptitude in MS Word, PowerPoint and customer relationship management systems (databases)</li> <li>• Self-motivated and able to work with minimal supervision</li> <li>• Good attention to detail</li> <li>• Able to manage the physical demands and inherent requirements of the job</li> </ul>	<ul style="list-style-type: none"> <li>• A tertiary degree in Marketing, Communications or similar</li> <li>• Able to continually improve on established processes</li> <li>• Project management skills and experience</li> </ul>

[Name]

[Sign]

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