

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

PURPOSE OF THE JOB:

To develop, co-ordinate and manage the Gifts in Wills pipeline from identification to confirmed to support the strategy to grow Gifts in Wills income for Guide Dogs NSW/ACT

KEY ACCOUNTABILITIES:

Key Result Area	
STRATEGY EXECUTION	JOB HOLDER IS SUCCESSFUL WHEN:
Pipeline management and conversion from identification to confirmed Key spokesperson at events	<ul style="list-style-type: none"> Strategic and Operational Plan outcomes are achieved Multi-channel supporter journeys from identification to confirmed bequestor are designed, implemented and executed Communications are coordinated and delivered to supporters by email, SMS, mail, social media and telemarketing in accordance with relevant supporter journeys Performance of journeys and outcomes are monitored and measured Yearly activity schedules are implemented and monitored including events, visits, communications and telemarketing Events are attended and the role of key spokesperson at events is delivered in line with Strategy
Key Result Area	
REPORTING	JOB HOLDER IS SUCCESSFUL WHEN:

Monitor, evaluate and report on supporter journey pipeline and conversions	<ul style="list-style-type: none"> • Relevant data is recorded for all activities for the purposes of analysis and reporting • Pipeline projection and conversion results are analysed and evaluated with strategies to improve conversion strategies • Performance reporting against targets includes variances analyses and revised projections • Expenditure is monitored and evaluated and reported including return on investment
Key Result Area	
COMMUNICATION	JOB HOLDER IS SUCCESSFUL WHEN:
Timely information sharing	<ul style="list-style-type: none"> • Regular and timely communication regarding outcomes and opportunities is provided to both internal and external stakeholders • Day to day decision making is undertaken and communicated within authority levels to meet achievement of objectives and KPI's
Key Result Area	
PEOPLE DEVELOPMENT	JOB HOLDER IS SUCCESSFUL WHEN:
Developing team members	<ul style="list-style-type: none"> • Day to day development of team members to enhance and improve skills and performance is undertaken • Day to day supervision of the Engagement Coordinator (Gifts in Wills) to achieve agreed KPI's and outcomes in line with strategy, Operational and Work Plans

KNOWLEDGE AND EXPERIENCE REQUIRED TO BE SUCCESSFUL IN THE ROLE:

Essential	Desirable
<ul style="list-style-type: none"> • Minimum 2-3 years' experience in GIW fundraising, supporter engagement management or similar • Strong interpersonal and communication skills to establish and manage relationships with a variety of internal and external stakeholders • Experience in presenting to large audiences • Highly organised, flexible and able to prioritise tasks and use own initiative • Positive attitude and desire to exceed expectations • Sound computer skills, including aptitude in MS Word, PowerPoint and customer relationship management systems (databases) 	<ul style="list-style-type: none"> • A tertiary degree in Marketing, Communications or similar • Able to continually improve on established processes • Project management skills and experience

<ul style="list-style-type: none">• Self-motivated and able to work with minimal supervision• Good attention to detail• Able to manage the physical demands and inherent requirements of the job	
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[Name]

[Sign]

[Date]
